



ATLANT

BRAND PROFILE

2024



BRAND MANIFESTO

Design, quality, and elegance converge in a new brand created for the modern man who seeks a personal and unique approach to life. Each design reflects who he is and the values that guide him.

We believe in design that transcends time—functional and timeless, crafted for those who value what truly matters. Each of our models is created with the utmost attention to detail, blending strength, durability, and style.



The name ATLANT symbolizes strength and responsibility. Like the Greek Titan, Atlas, we understand that true strength lies not only in physicality but in the ability to take on responsibilities with purpose and uphold consistent values.



At ATLANT, we firmly believe that change starts within each of us, and our eyewear becomes a connection between personal style and a global commitment to making a positive impact. In this way, we connect our mission with those who seek to leave a meaningful mark on the world.

Discover what has always been there, waiting to be revealed.

“Discover the unseen”



HERITAGE

For over 60 years, the family behind ATLANT has left a lasting mark on the optical industry, ATLANT emerges as a brand within a group with over 60 years of experience in the optical sector. A family business that has thrived thanks to expertise, passion, and determination, passing down its legacy from one generation to the next. Thus, the GIGI STUDIOS project evolves into an independent, family-owned eyewear group, creating OFFVIEW and launching its second brand: ATLANT.

BRAND DNA

At ATLANT, our focus is clear: to design eyewear that combines timeless style with meticulous attention to detail, crafted from the finest materials and made for the modern man.

FUNCTIONALITY AS A PRIORITY

Designed for men who value practicality without sacrificing style, each ATLANT model is durable, versatile, and crafted to accompany daily life. Our glasses are not just an accessory; they are a natural extension of the man who wears them.



ELEGANT AND TIMELESS STYLE

Our designs, minimalist and elegant, do not follow fleeting trends. The timelessness of ATLANT ensures a solid offering for those who prefer durability and a discreet yet distinctive style.



NATURE THAT INSPIRES WITH EVERY MOVEMENT

Committed to sustainability, ATLANT links each collection to causes such as ecosystem conservation and reforestation projects, aiming to improve our environment and combat climate change.



BRAND DNA

STRENGTH AND DURABILITY

Our glasses, made from high-quality materials like acetate and robust metals, are designed to withstand the pace of modern life, ensuring longevity and reliability in every piece.



AUTHENTICITY AND MASCULINE CHARACTER

ATLANT moves away from the superficial, designed for men who seek to express their style in a subtle, serene way that enhances their individuality.

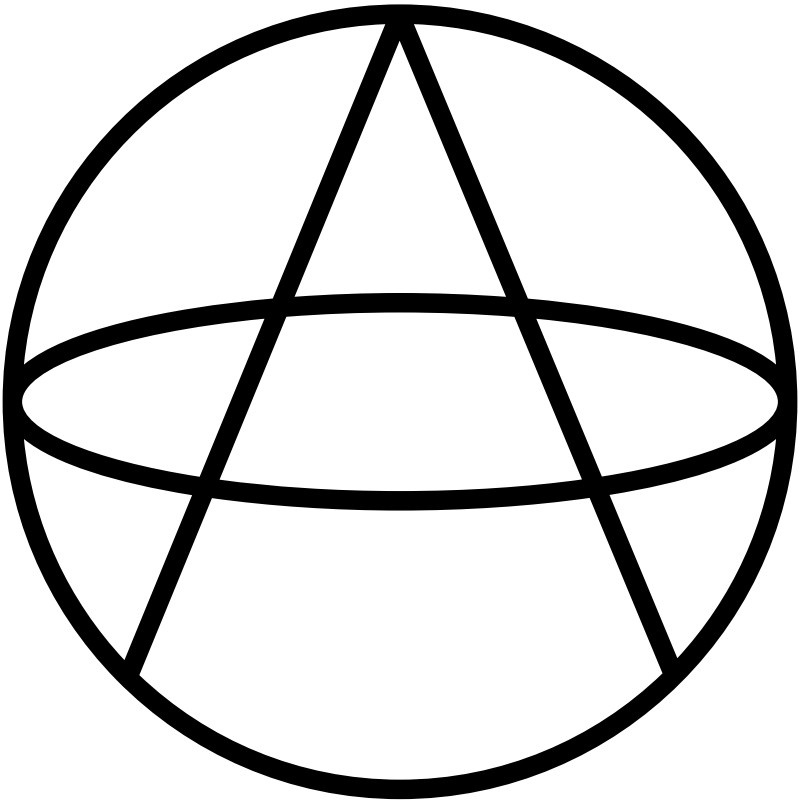


LOGO Y SÍMBOLO

LOGO Our logo and symbol, with a contemporary approach, create an unmistakable visual identity that is reflected in each of our pieces.



SYMBOL The ATLANT symbol represents the hemispheres, featuring an abstract integration of the initial “A,” creating a symmetrical and refined design that complements the logo.



DISEÑO The logo includes three horizontal lines that form a symmetrical structure. This pattern is echoed in our glasses, adding coherence and a unique identity to each model.



COLLECTION

ARCHITECTURE

ATLANT offers a comprehensive range of models, from optical to sunglasses, designed to meet the needs of the modern man. Each model combines style and functionality, providing versatile solutions for any occasion.

OPTICAL (43 MODELS)



HORIZON (14 Models)



ODYSSEY (9 Models)



ZENITH (20 Models)

SUNGLASSES (21 MODELS)



ODYSSEY (9 Models)



ZENITH (12 Models)

MAIN

COLLECTIONS

COLECCIONES PRINCIPALES

001 HORIZON

EXPLORE WHAT HAS ALWAYS BEEN THERE.

The Horizon collection is designed for those who seek comfort and innovation in their daily lives. Inspired by simplicity and functionality, these models are lightweight and neutral, making them ideal for any occasion.

- 1. LIGHTNESS AND COMFORT
- 2. INNOVATION IN EVERY DETAIL
- 3. MATERIALS: HIGH-QUALITY ACETATE AND METAL.



COLECCIONES PRINCIPALES

002 ZENITH

THE HIGHEST POINT OF PERFECTION.

Zenith is made for those who value durability and timeless style. Inspired by the classics, this collection combines solid aesthetics with unparalleled functionality.

- 1. TIMELESSNESS AND STRENGTH.
- 2. DESIGN THAT TRANSCENDS TIME.
- 3. MATERIALS: ACETATE AND METAL.



COLECCIONES PRINCIPALES

003 ODYSSEY

A JOURNEY OF PERSONAL DISCOVERY.

Odyssey offers a blend of refined elegance and sophisticated details. Inspired by great explorers, this collection is for those who view design as an extension of their personality.

- 1. ELEVATED STYLE.
- 2. SOPHISTICATED DETAILS.
- 3. MATERIALS: A COMBINATION OF METAL AND ACETATE WITH LUXURY FINISHES.



DESIGN

At ATLANT, innovation and design come together to create glasses that not only stand out for their aesthetic but also deliver exceptional performance in any situation. Each piece is crafted meticulously, using premium materials and advanced techniques.



MATERIALS

High-density acetate, refined metals, and robust hinges ensure durability and style.



LENSES

Equipped with anti-reflective and scratch-resistant treatments, ensuring a clear visual experience. The Odyssey segment features models with photochromic lenses.



ERGONOMICS

Adjustable designs that provide comfort without sacrificing elegance.



SOCIAL COMMITMENT

At ATLANT, we don't aim to be just another product. Our purpose goes far beyond launching something tangible; it's a commitment to creating a positive, lasting impact on the world. Each collection we design reflects our values, which is why we will dedicate 4.7% of our profits to social causes, supporting NGOs and projects that truly drive meaningful change by actively working to improve communities and protect ecosystems.

We believe that fashion can be a force for transformation, and our mission is to show that style and social responsibility can coexist. Through these actions, ATLANT seeks to inspire our clients and the entire industry to think beyond the material, to value choices that promote the greater good, and to contribute to building a more sustainable and equitable future for all.

ATLANT

Discover the unseen

OFFVIEW