

Gentle Monster

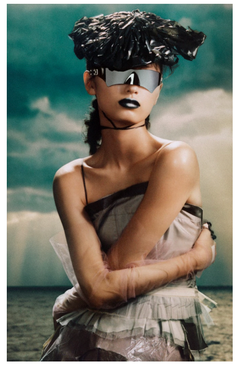
By: Reet Latta and Jasmine Wei

Brand Exhibition Design Assignment

Prof. Roop Virk

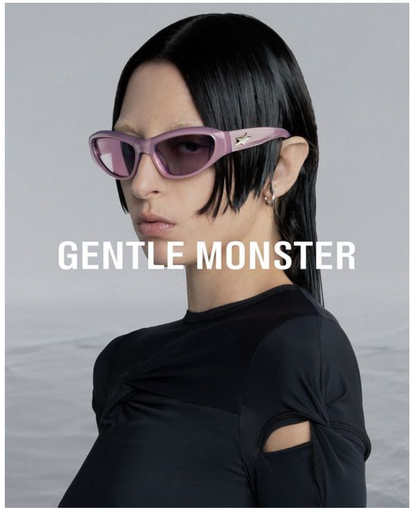
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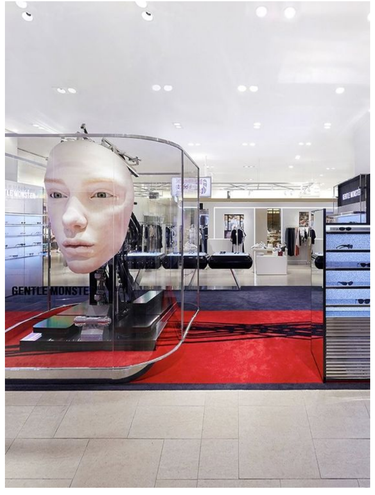


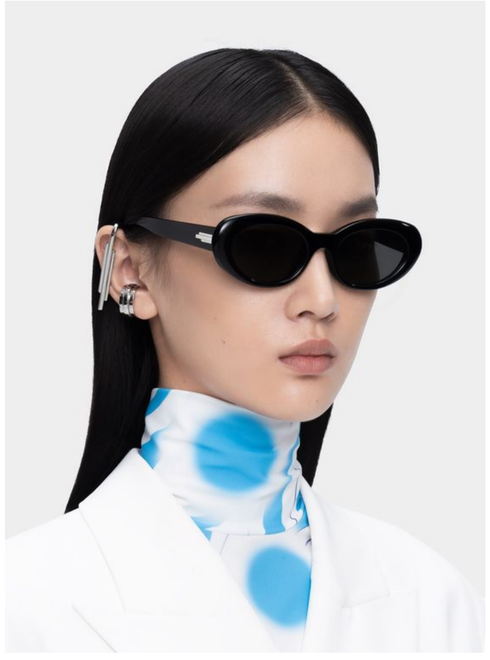



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YTT-02
OPTICAL ID
2024
OPTICAL



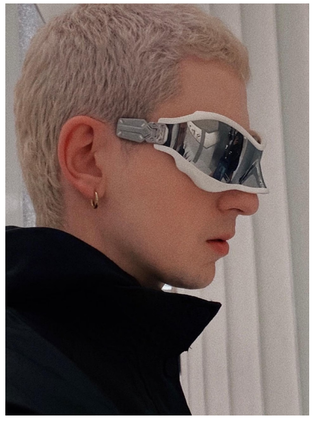

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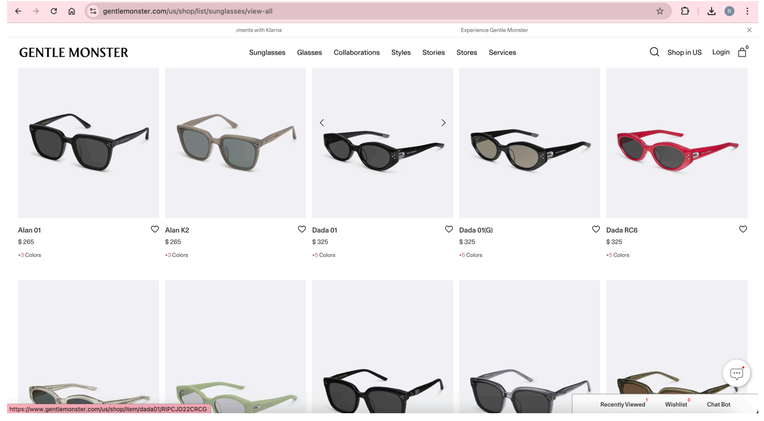

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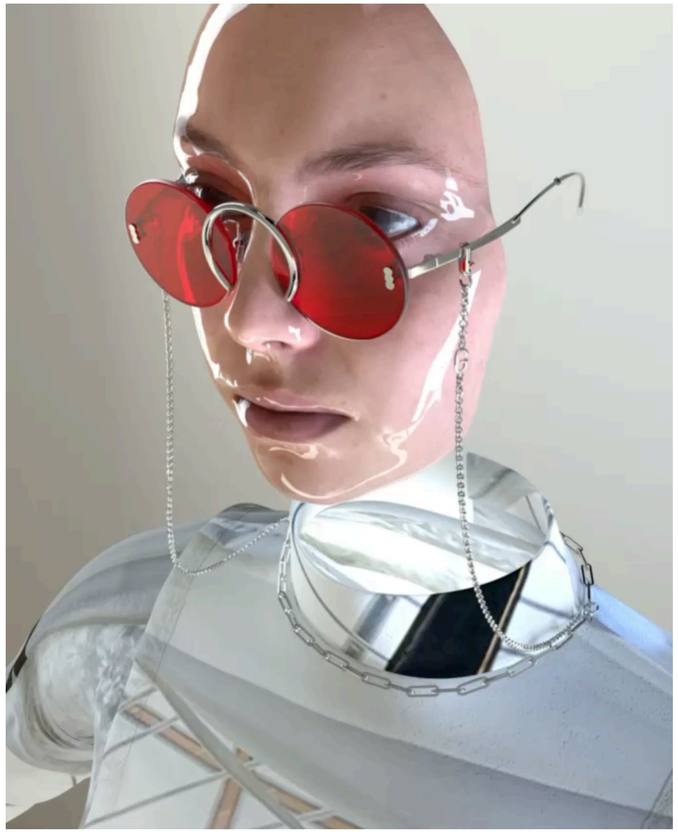

gentlemonster.com/us/shop/list/sunglasses/view-all
GENTLE MONSTER
Sunglasses
Glasses
Collaborations
Styles
Stories
Stores
Services
Shop in US
Login
Alan 01
$ 265
Alan K2
$ 265
Dada 01
$ 325
Dada 01(G)
$ 325
Dada RC6
$ 325
Recently Viewed
Wishlist
Chat Bot

About



GENTLE MONSTER is a Korean eyewear brand founded by Hankook Kim in Seoul, Republic of Korea in 2011.

GENTLE MONSTER’s eyewear is primarily made from metal and acetate, which are then engineered into diverse designs and colors season after season. The retail experience goes further than the sale of products; their retail spaces combine striking visual merchandising with conceptual themes to keep customers coming back into the store to see how the brand experience evolves.



Experiential Eye Clinic Concept

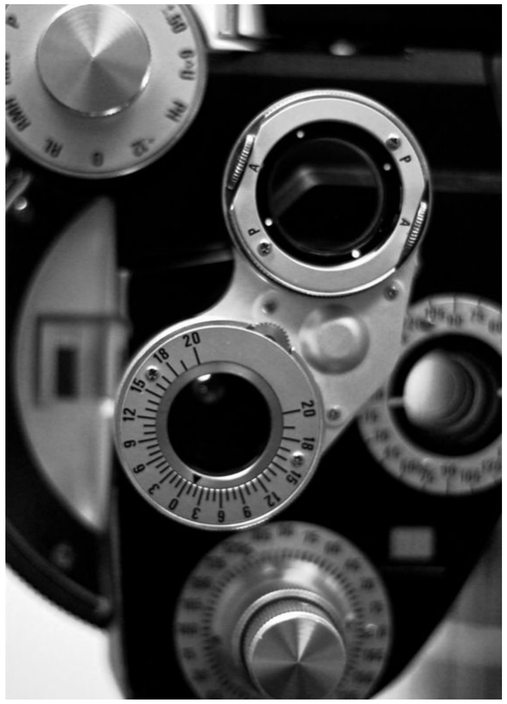
Creepy Unsettling Clean



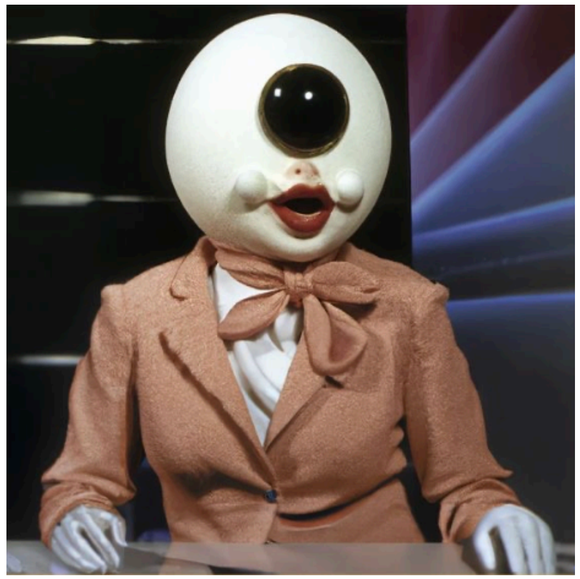
















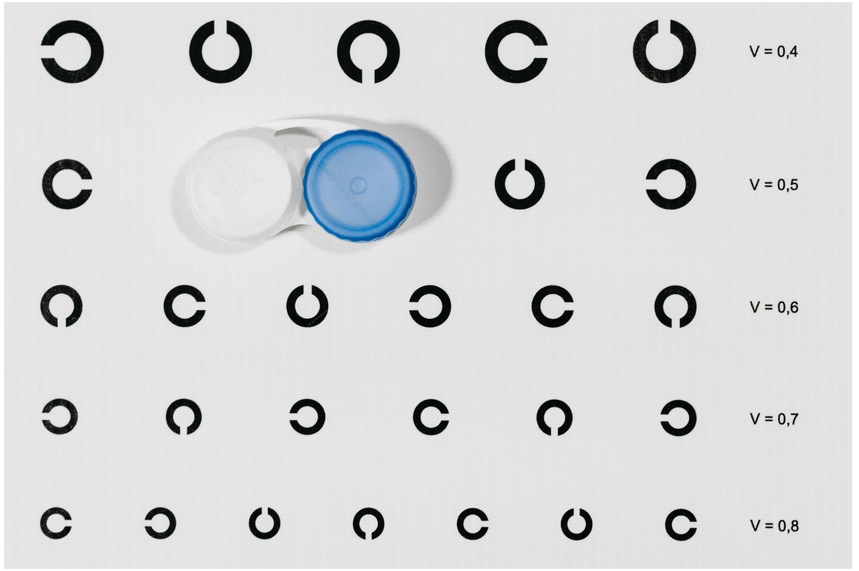
How do you feel when you walk into an eye doctor’s office?

Cold, white, grey, clean, metal instruments, metal specs, a quiet sense of order.

We want to capture the mix of "creepy" with a "clean and minimal" aesthetic which can create an intriguing contrast.

Use of clinical elements like sleek eye charts, sterile white environments, and eerie but soft lighting while adding subtle unsettling touches, like oversized popping eye displays or strange visual tests.





GENTLE MONSTER	OUR CONCEPT
Hyperrealism	*Unsettling details in the clinic, such as strange animations and oversized eye models*
Sleek	*Sterile, clinical look of eye doctor's clinic with clean lines and polished surfaces*
Conceptual	*Vision testing machines as conceptual art installations, focus on storytelling and product display*
Futuristic	*Unsettling, creepy vibe of the clinic combined with modern design gives off an avant-garde, disruptive spirit, similar to the brand's*

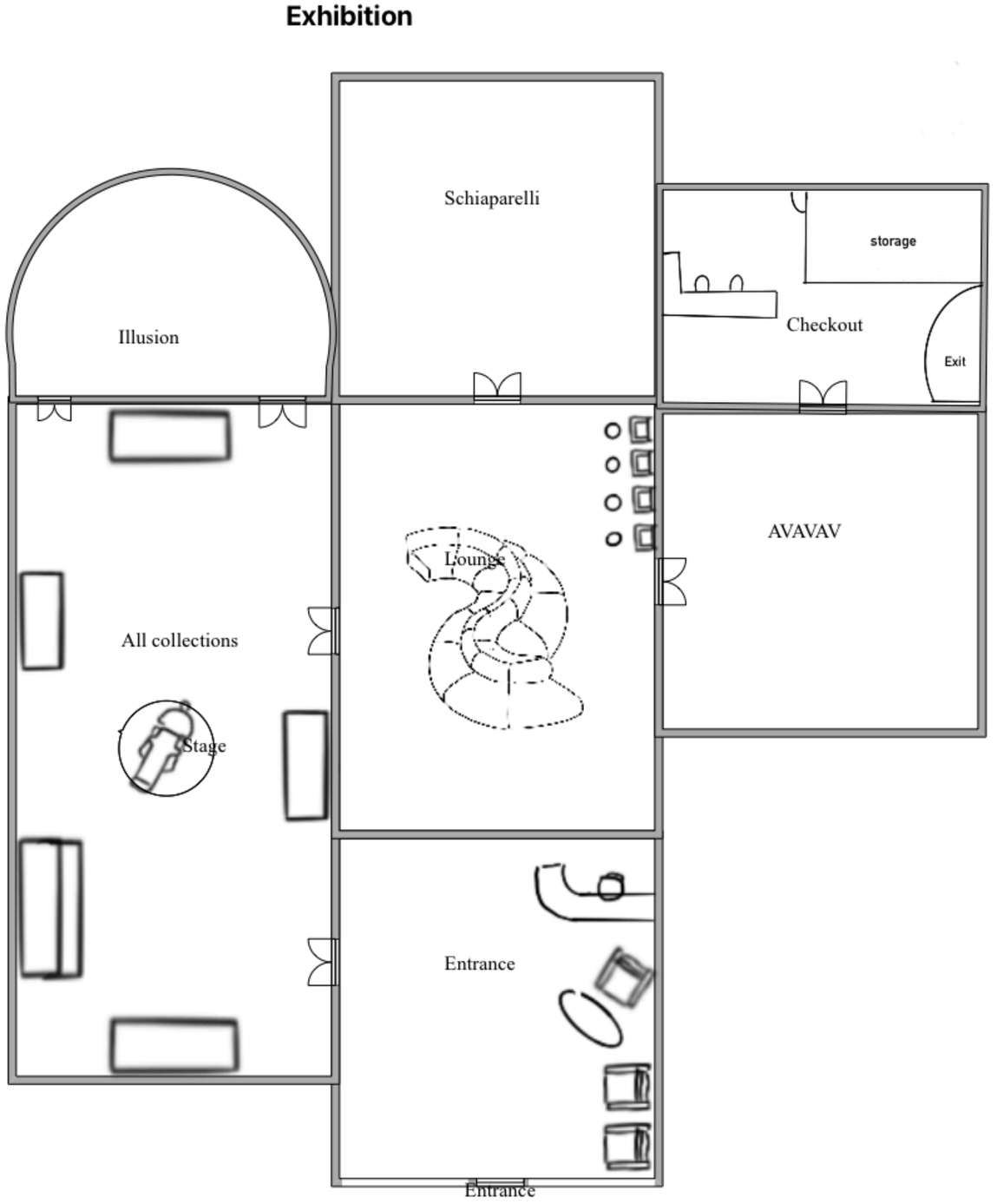
Gentle Monster's Visionary Clinic

In a world where perception defines reality, "Gentle Monster's Visionary Clinic" blends the boundaries between art, eye care, and the unexpected. Step into an immersive space where each room offers more than just an eye exam—it’s a journey into the realms of sight, self, and imagination.

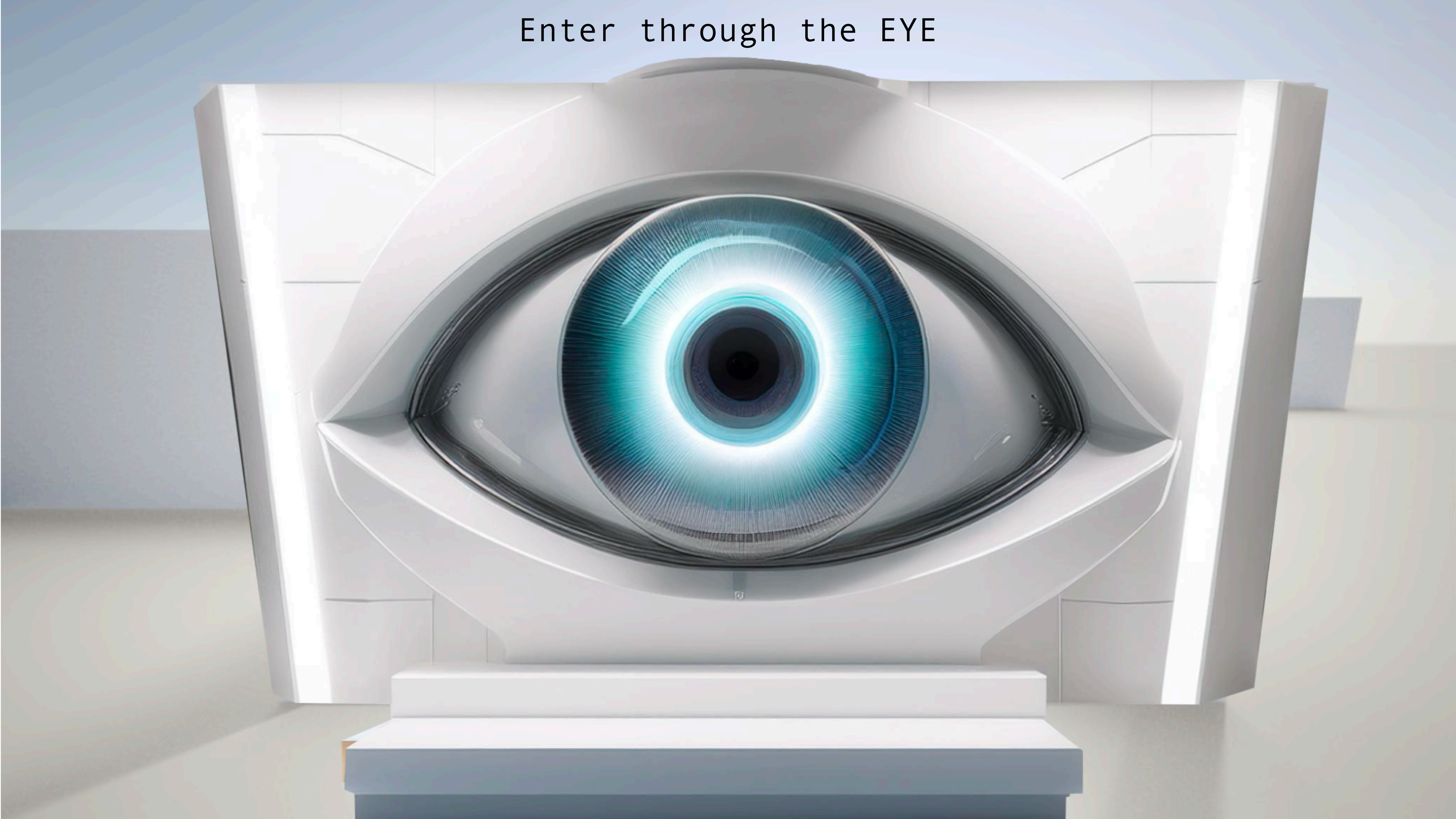



LET’S TAKE A LOOK

2D FLOORPLAN



Enter through the EYE



RECEPTION





Gentle Monster is a South Korean luxury eyewear brand that specialises in sunglasses and optical glasses.

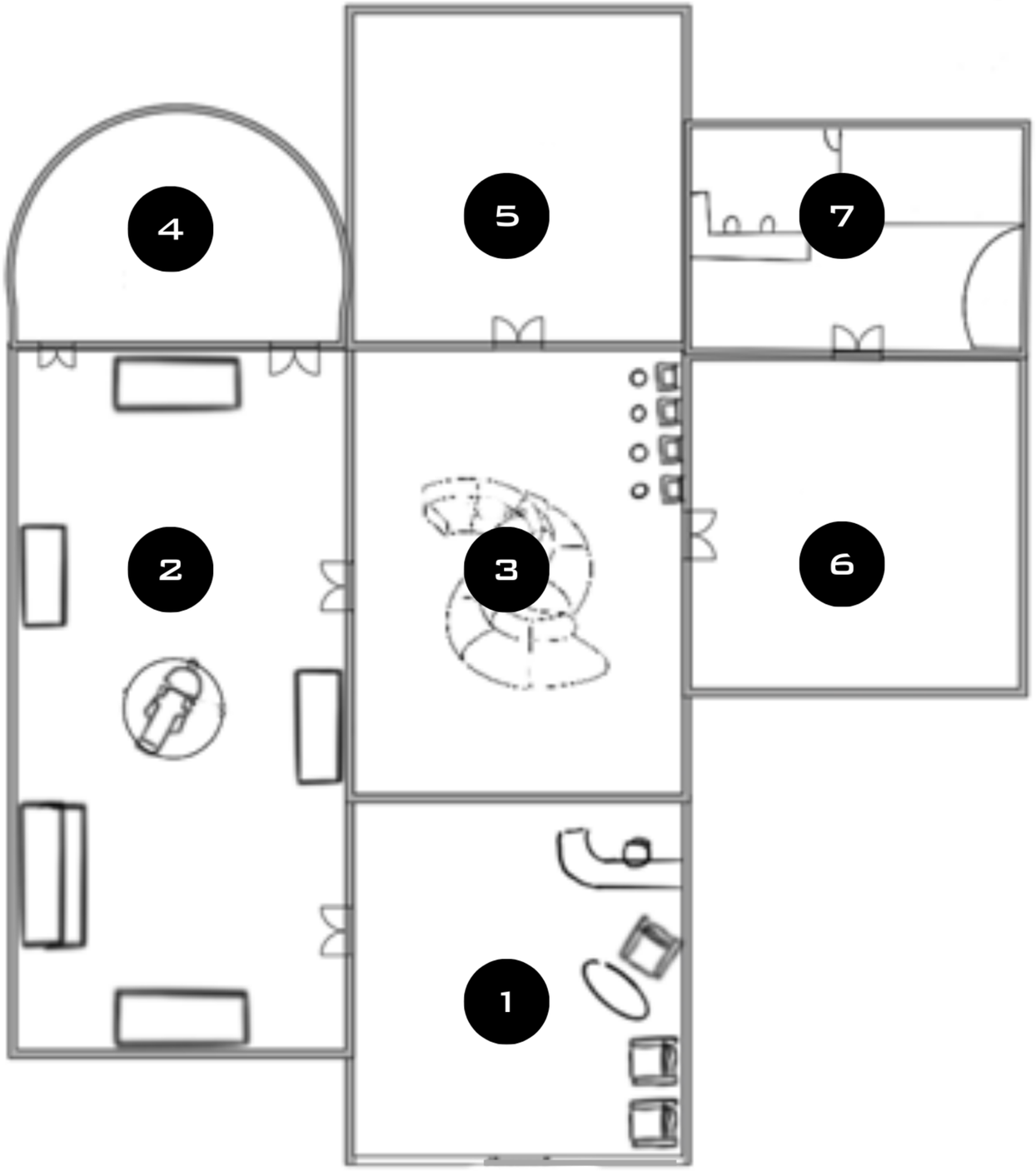
Founded in Seoul in 2011 by Jay Ho and Hankook Kim, the brand's philosophy is to challenge traditional eyewear design through high-end experimentation and a vision of "weird beauty".

Be Humble. Be Bold

GENTLE MONSTER

GENTLE MONSTER VISIONARY CLINIC

WELCOME TO GENTLE MONSTER'S VISIONARY CLINIC



1

RECEPTION

Step into an EYE-opening experience!

2

COLLECTIONS

Check out Gentle Monster's super cool eyewear and add it to your collection!

3

LOUNGE

Relax and find the frame that suits you best!

4

OPTICAL ILLUSION

An illusionary step

5

GENTLE MONSTER X SCHIAPARELLI

Imagine the perfect blend of edgy and artistic with this collaboration!

6

GENTLE MONSTER X AVAVAV

Experience a disruptive and trendy outlook with this collaboration!

7

CHECKOUT

Tell us about your experience and be sure to tag Gentle Monster in your photos!

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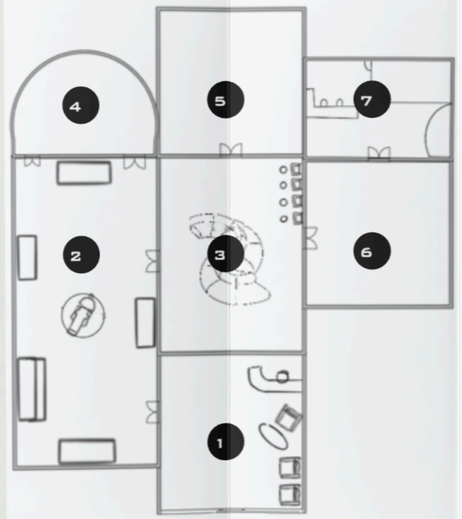
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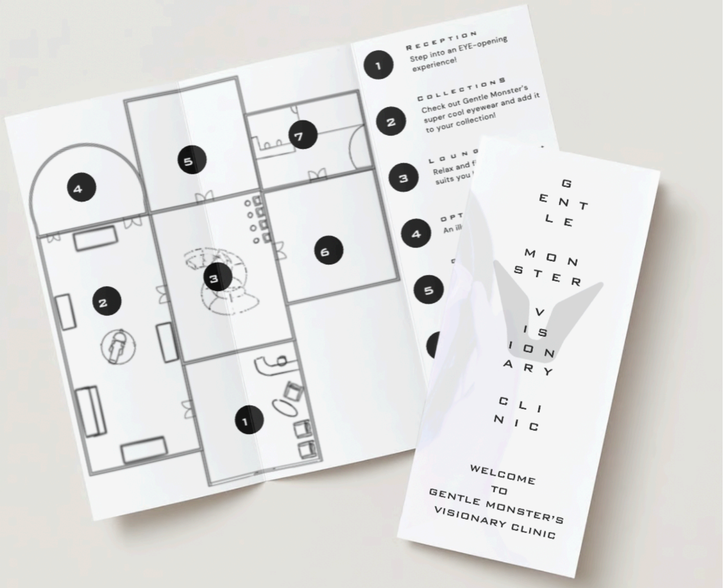
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Collections

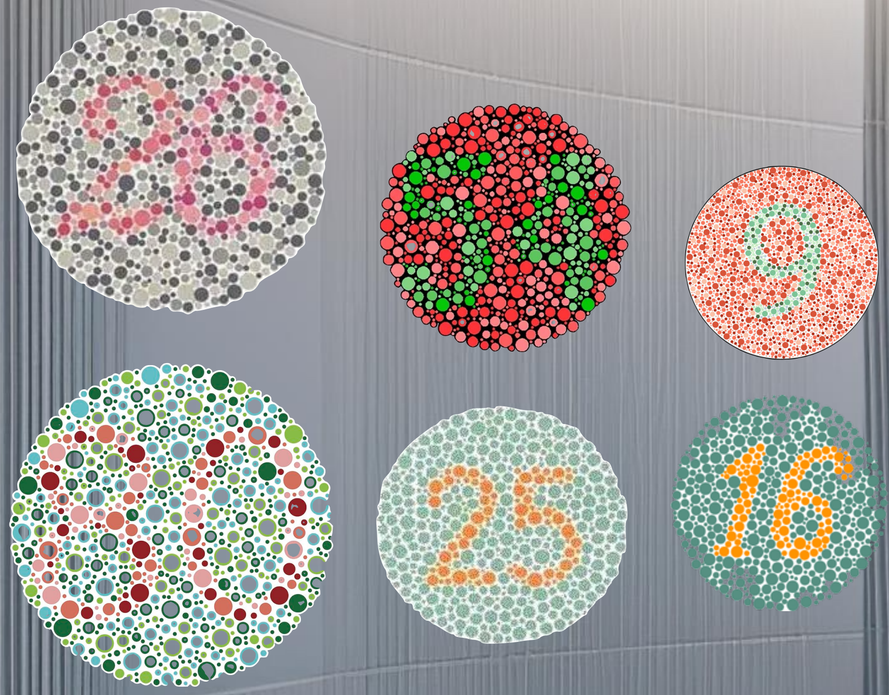


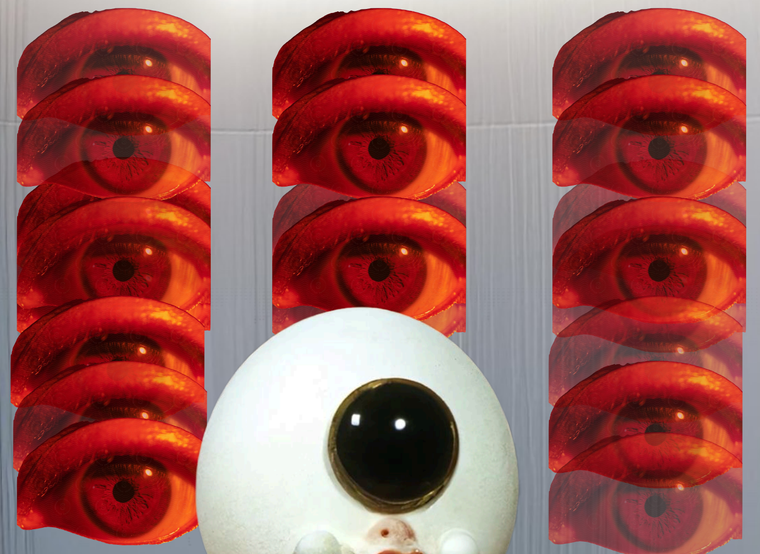
Lounge

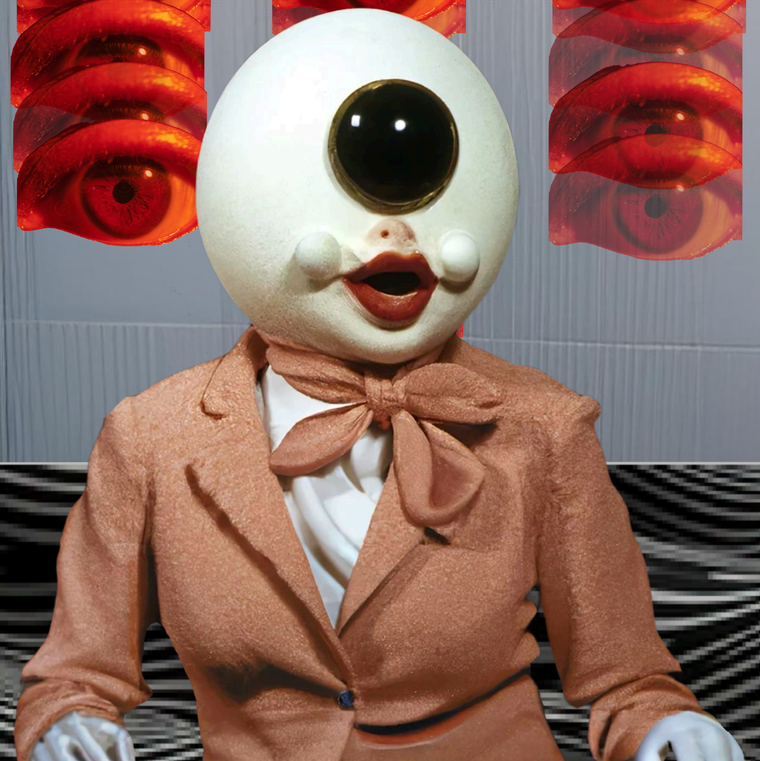




Optical Illusion









Gentle Monster X SCHIAPARELLI











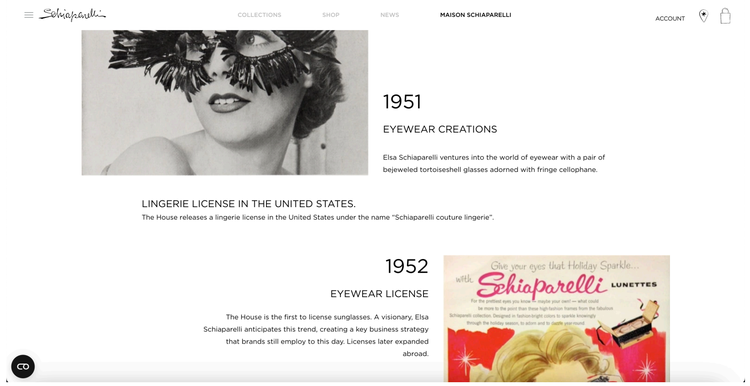
Collaboration with Schiaparelli

Maison Schiaparelli is a haute couture house created by avant-garde Italian fashion designer Elsa Schiaparelli in 1927, moving towards luxury ready-to-wear.





A room filled with Schiaparelli's extravagant gold jewellery and eyewear with sleek designs of embodied body parts emphasising eyes, amalgamated with futuristic eyewear designs of Gentle Monster.





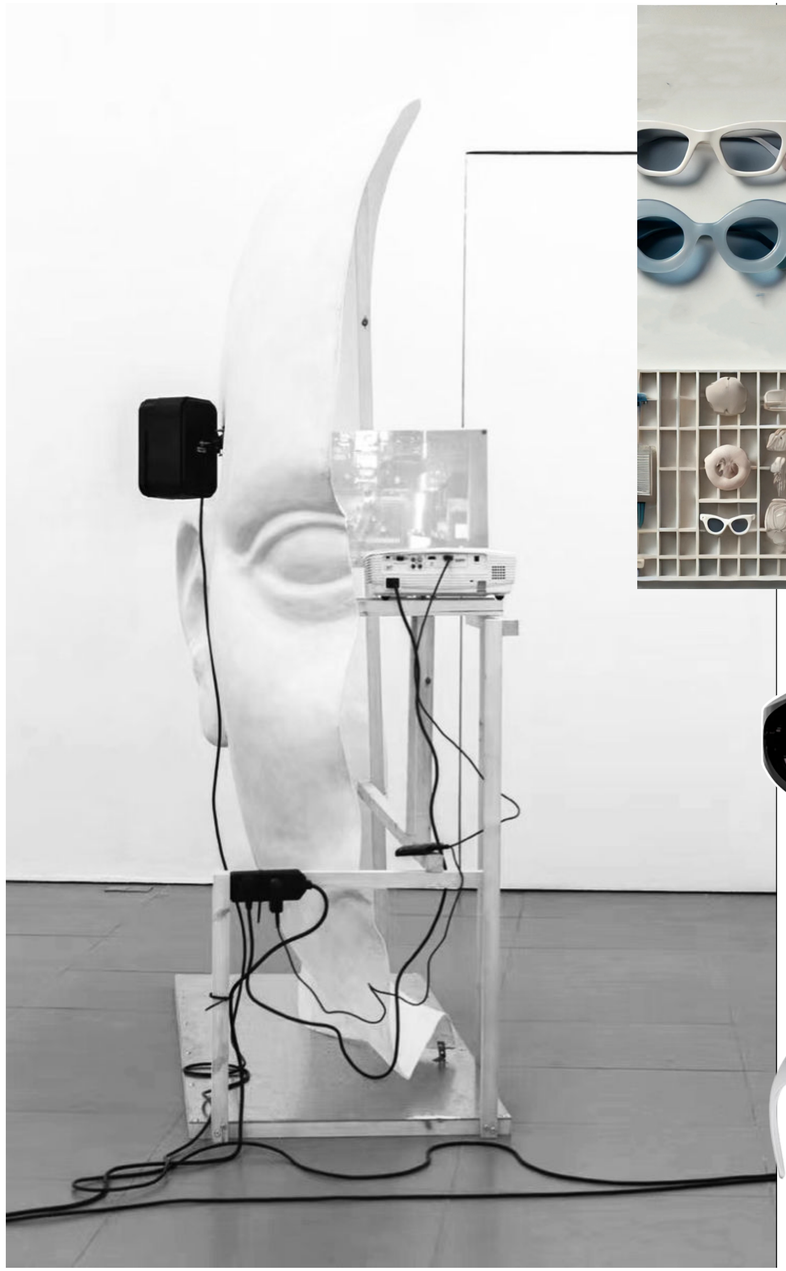






1. Eyewear that looks both artistic and wearable.
2. Surrealist elements in eyewear designs
3. Large, statement pieces made from unconventional materials (gold accents, metallic finishes, acrylics)
4. 3D Elements hinting at fantasy
5. Sleek, ultra-thin frame designs from Gentle Monster, but with surrealist, dream-like embellishments that elevate the minimalism to high fashion.

Gentle Monster X AVAVAV











Collaboration with AVAVAV

Avavav is an independent fashion brand started in 2021, led by Creative Director Beate Karlsson. The brand focuses on creativity, humor, and constantly changing designs.







The collaboration makes Gentle Monster's sleek, futuristic eyewear designs with Avavav's sense of humor and creative freedom, creating a collection that appeals to fashion-forward individuals who appreciate bold, unconventional aesthetics.



Sunglasses’ design taking inspiration from Avavav's quirky fashion

1. Oversized Frames with Playful Shapes
2. Sculptural, Avant-Garde Frames
3. Humor in Details











Checkout



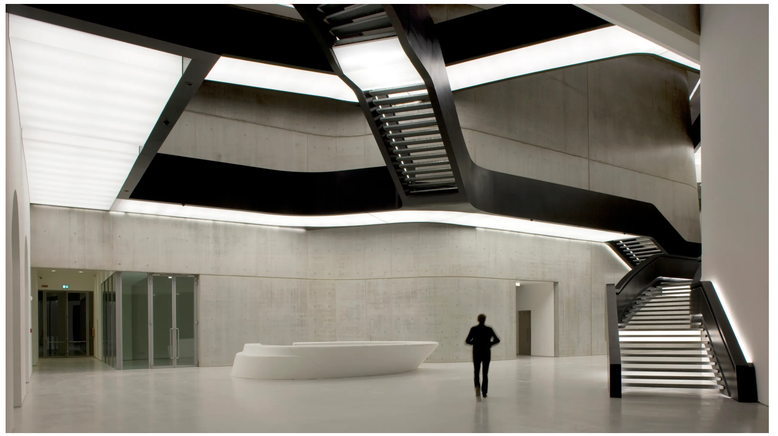


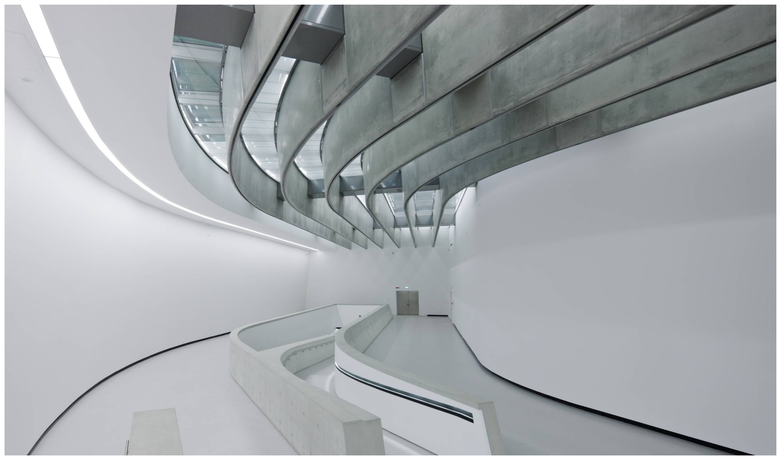


MAXXI-National Museum of 21st Century Arts

Museum in Rome, Italy









Italian Collaborators: Schiaparelli is an iconic luxury brand, and AVAVAV is an emerging force in avant-garde fashion, both rooted in Italy.

No Gentle Monster Presence: With no store in Italy, this exhibition is the perfect opportunity to introduce the brand to the market.

Contemporary Art Focus and Architectural Brilliance: Specializes in 21st-century art, ideal for showcasing fashion, technology, and interactive elements.

Cultural Impact: Attracts a diverse audience interested in design, fashion, and innovation, enhancing the exhibition's reach



HOW & WHY would it appeal to different age groups?

Interactive Technology : Gen Z is highly tech-savvy, and interactive installations and digital displays align with their expectations for digital experiences.

Wellness: People these days place a high value on self-care, and the exhibition’s emphasis on eye health as part of personal wellness

Innovative and Artistic: The space provides a new way to interact with a brand, making the experience memorable, sleek, bold, and visually stimulating. It’s not just a visit to a store or clinic; it’s an immersive exploration.

Social Media: Experiential and immersive experience great for social media engagement and gaining popularity, and edgy, weird and twisted portrayal of the brand appeals to the younger

Creative Storytelling: The focus machine that transforms from landscapes to brand's products





THANK YOU

By: Reet Latta and Jasmine Wei