
COVRT PROJECT

Covrt Project is a defiant new vision concept with a focus on self-expression, outstanding design and cutting-edge quality.

For additional press information regarding the launch + all wholesale enquiries, please contact:
info@covrtproject.com

Join **Covrt Project** on Instagram:
[@covrt_project](https://www.instagram.com/covrt_project)

www.covrtproject.com

2019 represents the birth of Covrt Project.

We are innovative creators who break standards and explore new approaches – in everything we do.

Our mission is to define a new culture in eyewear.

“The attitude of a streetwear brand with the know-how of an independent creative eyewear label – we have created a strong, identity-driven sunglasses collection, with a completely new mission cultivated on the streets, at the heart of the avant-garde factions of urban culture...”

Founded in a design studio in London's Old Street (Shoreditch) in June 2018 by Marcello Martino, **Covrt Project** represents the first real standalone eyewear brand designed by a specialist frame designer for streetwear connoisseurs.

Drawing inspiration from across the globe, the label sets out to highlight the perception of eyewear as a fashion accessory in a collection which embraces new technologies, advanced materials and state-of-the-art details culminating in outstanding aesthetics and unrivalled functionality.

Covrt Project's launch collection **_Mission One** for SS20 is conceived through the design of a single, unique visor, with high-tech, quality focused constructions in milled steel or Mazzucchelli acetate. From a first, inspired digital sketch in 2018, the development of the first collection has represented a personal journey for the Creative Director who felt challenged to design an impactful collection for himself and his circle of friends that would perfectly fit their individual style and perspective – beyond all other existing, overtly branded products.

Designed in London using advanced 3D CAD software and produced by some of the world's most accomplished luxury eyewear manufacturers in Italy, **Covrt Project's** launch collection **_Mission One** embodies the brand's goal to develop a special identity for an eyewear collection in the streetwear context. All the suppliers in Italy have been handpicked over several years, thanks to the team's long-term working relationships with the leaders in this field. This relationship requires experimentation and high levels of expertise in trialling new production techniques and the use of materials or components from other industries, never before used in eyewear.

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In this way, **Covrt Project** has worked tirelessly to create the ultimate mix of statement style, technical innovation and top-level craftsmanship in both frame designs and selection of UV protective sun lenses. Using the same acute attention to detail and precision in production processes as the very finest apparel brands, **Covrt** has achieved what it sees as the sophisticated balance between functionality, style and attention to detail that today's streetwear aesthetic demands.

Opposed to the fast-fashion throwaway culture, the brand is also a strong advocate of producing eyewear with a long-lasting quality of design and timeless aesthetic vocabulary that make the products worth treasuring over time. Covrt's accessories explore multi-functionality in designs that are practical, adaptable, and built to last.

"Your personality is expressed through your face and your eyes - we aim to enhance that with maximum effect, giving you heightened powers of self-expression. Our design language combines technical innovation and a credible, relatable statement in a range of stand-out, future-facing products..." - Marcello Martino

Creative Director

Marcello Martino is the Creative Director of **Covrt Project**. He has worked across design disciplines since 2011 when he completed his MA in product design. He has led projects to design numerous bar and restaurant interiors in central London, and today has become a leading creative innovator in 3D spatial design. His interest in eyewear was sparked by a commission for Mika "Prophet" Guillory, MC for rock/rap collective, 7Lions in 2011. Since then his sunglass designs have featured in numerous music videos and have been worn by sports personalities and musicians who include **Maître Gims, Rick Ross, Daddy Yankee, Anthony Joshua**.

Covrt Project represents the culmination of Martino's eyewear and interior design projects, a streetwear collection designed and developed in a period of two years, with a sharp intuition, born from within the urban culture and evolved through an understanding of external wide-ranging, multicultural influences from across the globe.

Welcome to the tribe.

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