
COVRT PROJECT

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

[Click here to download press images.](#)

Join **Covrt Project** on instagram: [@covrt_project](#)

The first independent eyewear brand for streetwear connoisseurs.

Introducing Covrt Project, a bold urban eyewear concept by multidisciplinary designer, Marcello Martino.

Immersed in a streetwear culture defined by free expression, design authenticity and a modern, urban, sports aesthetic, **Covrt Project** is a new eyewear concept driven by London-based designer Marcello Martino.

The launch collection **_Mission One** for S/S 2020, which will include seven unisex sunglass models, places emphasis on clean, tech-inspired design and distinctive, innovative detailing. Made in Italy, the range is conceived through the design of a single, unique visor, with high-tech, quality focused constructions in milled steel or Mazzucchelli acetate.

"Covrt Project represents a new level of creative self-expression for me as a designer. My natural aesthetic is influenced by music and streetwear and its utilitarian influence on fashion. The cultures born out of these have not yet been spoken to by any other eyewear brand."

- Marcello Martino, Creative Director

The official launch of **Covrt Project** will take place at SILMO, the international eyewear trade fair from 27th to 30th September 2019 at Paris-Nord Villepinte Parc des Expositions. The **Covrt Project** website launches this summer at www.covrtproject.com

Marcello Martino, Creative Director

Marcello Martino is a London-based designer who started his career in interiors and spatial/3D design and went on to lead projects for some of London's most famous bars and clubs. His work in eyewear began in 2011 in a bespoke collaboration for Mika "Prophet" Guillory, MC for rock/rap collective, 7Lions, and he subsequently designed collections for big-name international fashion brands including Vivienne Westwood and Roland Mouret. Covrt Project represents a new departure as his own independent eyewear project, and a means to create visual expression for the culture and subcultures that define the streetwear community and its tight bond with sports luxury and high fashion.
