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kind of brand

K&K Website Copy Excerpt

[Home](#)

COMMAND ATTENTION, DEFY THE NORM

[Scrolling Headline \(CTA\)](#)

GET THE KIRK & KIRK LOOK
or
FIND YOUR STYLE

[Scrolling collection \(Centena\)](#)

Centena - 100 Years, Optical Mastery

[Scrolling collection \(Matte Centena\)](#)

Matte Centena - Modern Take, Retro Designs

[Scrolling collection \(Kaleidoscope\)](#)

Kaleidoscope - A Glimmering New Perspective

[Scrolling collection \(Sunglasses\)](#)

Sunglasses - Summer Cool

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Modern ideas crafted the authentic way.

Never miss Kirk & Kirk news again - sign up to our newsletter.

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Essential eyewear news.

Never miss a thing.

[Join the family]

(Have 'join the family' instead of 'subscribe' - more personal, increases conversions.)

If you have a coupon code for new subscribers, use [Send me my coupon].

[Collection Page/Product Overviews](#)

[Headline:](#)

A boundary-pushing breath of fresh air

[Filtering System](#)

Discover your perfect pair

[Kaleidoscope](#)

A bursting, vibrant celebration of colour and emotion, and a bold exploration of style in dual-coloured 8mm acrylic. Whether you're the loudest voice in the room or the quiet observer, there's a frame for you.

CADY

A chic, quirky take on a traditional eyewear design, Cady is perfect for smaller faces discovering a newfound sense of fashion and style.

CAREY

Boxy and confident, Carey is a powerful frame for powerful people. Its angular design accentuates sharp jawlines and high cheekbones.

FRANK

Frank is classic and classy, but never without style. Excellent for any event, formal or casual, you'll feel right at home in this frame.

GENE

Round and friendly, Gene exudes personality. If you're chipper, chirpy and sunny, Gene is your missing puzzle piece.

HANA

Hana is a cheeky frame that beams charm. A soft, subtle cateye with temples that angle upward and lengthens the face.

HELEN

Helen has an elegance that can't help but be noticed. Whether you're wearing these to an important event or just out and about, heads will turn.

JANE

Delicate, angular and charming with a subtle magic, Jane and its sharp lines are perfect for those with a quiet brilliance.

LEZ

A literary, graceful frame that communicates intelligence and perception, Lez is a frame for distinguished individuals.

MICHELLE

A bold, vivacious cateye full of life and confidence, Michelle is a professional's best friend. If Michelle were a person, she'd be the enigmatic fashionista Miranda Priestley, Devil Wears Prada.

PENELOPE

Penelope is a stunning oversized hexagonal frame, perfect for powerhouses who want to catch the eye and keep it. Delicately balanced so as not to feel clunky, Penelope comes in 9 colours, each screaming personality.

RAY

Ray is bold, edgy, modern. This frame is slightly oversized, the bottom of the frame straight and sharp to ensure it doesn't swallow your features, but highlights them.

VICTOR

These are the glasses you can't help but want to wear. Victor works for everyone - a diverse, universal, squared frame for any and all personalities.

[Our Story](#)

[About Us](#)

About Us

In 2013, Jason and Karen Kirk launched Kirk & Kirk, an eyewear line with designs that break boundaries.

Jason grew up surrounded by optics. He runs the business side of Kirk & Kirk, regularly visiting their factory in France for in-person quality checks.

Karen studied design in London, and was working for Saatchi and Saatchi when she turned to optics. She designs each frame by hand, drawing inspiration from art, the people around her, colours and light.

Motivated by their family legacy and a burning desire to bring something fresh to the craft, Jason and Karen started Kirk & Kirk as a line to innovate and inspire. It was an immediate success, with their frames now sold worldwide in 30 countries, worn on the red carpet and by various celebrities, and on TV. Their designs have been nominated for prominent awards, and their team profiled in The Guardian and 20/20 magazine. Kirk & Kirk represents the legacy of their history, while keeping an eye to the future and the possibilities waiting to be imagined.

At its core, Kirk & Kirk is a family business with optical passion in their genes and integrity and pride in every frame they produce.

[Our History](#)

Our History

The Kirk family have been pioneers in optics since Jason's grandfather and great uncle, Sidney and Percy Kirk, realised their own optical mastery when they converted an old sewing machine into a working lens cutter. From there, they founded Kirk Brothers and opened their first London workshops in 1919.

They were innovators, not only in frame design but in the way they ran the business. They created the first adjustable nosepiece, were the first to deliver their product by motorbike, and even supported other manufacturers by aiding them in setting up their factories.

Three generations later, Jason and Karen Kirk built Kirk & Kirk on these strong foundations, and continue to blaze a trail in innovative and supportive eyewear.

[Design](#)

Design

True to their values, Kirk & Kirk design and construct their glasses the same way they do everything - completely uniquely. Karen, their designer, is inspired by the endless possibilities of colour, texture and shape.

Kirk & Kirk have developed their own acrylic and colour palette for the construction of their frames, allowing them to create confident, impressive eyewear without being heavy and uncomfortable. Acrylic is an extremely durable, lightweight material that won't lose adjustment or

stretch over time. An endless array of colour is possible through acrylic that can't be managed with acetate, the traditional material for eyewear, allowing complete design freedom.

They utilise German five-barreled hinges, strengthening the construction of each frame, with comfort added through integral nose pads.

True to their roots, all frames are constructed from start to finish in one factory in France. Kirk & Kirk pieces are truly modern ideas crafted the authentic way.

[Stockists](#)

Just a click, and you're there.

Find your nearest Kirk & Kirk retailer.

Can't wait? [Buy now.](#) (hyperlinked to collections page to encourage direct sales?)