

J. Goldin

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The Brand

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Manifesto



At J. Goldin Eyewear, we celebrate the intersection of artistry and luxury. We are more than sunglasses — we are a statement of timeless sophistication, individuality, and craftsmanship that speaks to those who dare to see the world differently.

Brand Manifesto

OVERVIEW

J. Goldin Eyewear is more than just eyewear—it's an experience. Rooted in the artistic culture that shaped our journey, we create luxury eyewear that embodies timeless sophistication, impeccable craftsmanship, and artistic expression. Our brand is a testament to exclusivity, subtlety, and style, empowering individuals to express themselves through designs that enhance their lifestyle and celebrate achievement.

OUR MISSION

To craft high-quality eyewear that delivers an unparalleled experience of luxury, artistry, and sophistication, while fostering a connection to the creative and artistic communities that inspire us.

OUR VISION

To become a globally recognized fashion house, celebrated for our artisanal, handcrafted designs. We aspire to be a cultural phenomenon that defines class and sophistication, leaving an enduring mark on the world of fashion and artistic expression.

Values

Brand Values

Our values define us — timeless design, impeccable quality, and the art of self-expression. They guide our actions, inspire creativity, and ensure every frame we create reflects our unwavering commitment to luxury and individuality.

QUALITY

Relentless commitment to impeccable craftsmanship and attention to detail in every design.

LUXURY

Creating timeless, sophisticated pieces that elevate personal style and provide an exclusive experience.

COMMUNITY

Building a movement that connects and supports artistic and creative communities around the world.

CREATIVITY

Celebrating innovative design and sourcing rare, premium materials to craft unique, unforgettable fragrances.

Personality

Our brand is where modern sophistication meets approachable elegance. We represent a thoughtful balance of refinement and playfulness—offering a luxury that feels inviting, not distant. Every interaction is crafted to inspire confidence, joy, and a sense of connection while leaving a lasting impression of understated excellence.

Brand Personality

J. Goldin Eyewear is the embodiment of sophisticated elegance and artistic expression. At its core, the brand reflects a refined sensibility, appealing to those with a discerning eye for timeless design and subtle luxury. Rooted in creativity and inspired by the artistic communities that shaped its vision, J. Goldin Eyewear celebrates individuality and selfexpression. Every piece is a testament to craftsmanship, where modern innovation meets classic principles to create designs that transcend fleeting trends.

Exclusive yet approachable, the brand speaks to those who value understated confidence—individuals who recognize the quiet power of subtlety and the profound impact of details. More than just a luxury eyewear brand, J. Goldin fosters a sense of belonging, connecting a global community of visionaries who share a passion for style, artistry, and personal achievement. Aspirational yet grounded, J. Goldin Eyewear empowers its customers to wear their ambition and see the world through a lens of possibility.

This balance of sophistication, artistry, exclusivity, and empowerment defines J. Goldin Eyewear as a symbol of modern luxury that resonates deeply with those who seek to elevate their lifestyle while staying true to their creative spirit.

Voice

PRIMARY MESSAGING

Sophisticated, elegant, and confident—speaking to a discerning audience with clarity and warmth.

SECONDARY MESSAGING

Artistic, inspiring, and inclusive—celebrating creativity, community, and the journey of self-expression.

Tone of Voice

SOPHISTICATED AND ELEGANT

The brand exudes a refined sophistication that appeals to those with discerning taste. J. Goldin Eyewear is designed for individuals who appreciate the finer things in life and value timeless elegance over fleeting trends.

Tone: Polished, articulate, and confident without being ostentatious.

ARTISTIC AND VISIONARY

Deeply rooted in artistic culture, J. Goldin Eyewear draws inspiration from creativity, self-expression, and the beauty of craftsmanship. The brand values individuality and supports those who see the world differently.

Tone: Imaginative, inspiring, and innovative, with a focus on storytelling and connection to the arts.

EXCLUSIVE AND SUBTLE

J. Goldin Eyewear values exclusivity, creating products that feel intimate and tailored. The designs don't shout for attention but instead make a statement through their understated elegance and meticulous detail.

Tone: Reserved but impactful; subtle yet memorable.

INNOVATIVE AND TIMELESS

Balancing innovation with timeless design, the brand embraces modern materials and techniques while staying true to classic principles. J. Goldin Eyewear values designs that transcend trends and remain relevant for years to come.

Tone: Forward-thinking yet grounded; modern yet enduring.

EMPOWERING AND COMMUNITY-DRIVEN

The brand is more than just products—it's a lifestyle that brings together like-minded individuals who value creativity, achievement, and connection. J. Goldin Eyewear empowers customers to express their individuality while fostering a sense of belonging within a larger artistic and cultural movement.

Tone: Inclusive, uplifting, and culturally aware.

CONFIDENT AND ASPIRATIONAL

J. Goldin Eyewear is aspirational, designed for individuals who strive for excellence and appreciate luxury as a reflection of personal achievement. The brand encourages confidence and celebrates milestones, making every piece a symbol of success.

Tone: Bold, inspiring, and motivational.

Messaging

Our messaging is the voice of our values and the essence of our purpose. It conveys the distinctiveness of our brand and the unique value of our products and services. Every communication we deliver reflects our commitment to craftsmanship, excellence, and thoughtful innovation. By maintaining consistency and clarity across all touch points, we ensure our customers experience a seamless and elevated connection to the brand.

Brand Messaging

AUTHENTIC

Designed with passion, precision, and a genuine connection to artistic culture.

CLASSIC

Timeless designs that complement personal style without overpowering it.

CREATIVE

Celebrating individuality through designs that are as unique as their wearers.



Tagline

Tagline

Your Vision | Our Lenses

Brand Story

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Serendipity

Founding J. Goldin

Carson Goldin founded J. Goldin Eyewear in 2024 with a dream. A career designer with a background in user experience and a lifelong love of fashion and the arts, Carson had spent years creating for others. But he felt a deeper urge—to build something of his own. Drawing from his passion for art history and his connection to Atlanta's creative scene, he began shaping a brand rooted in elegance, intention, and design— one that speaks without shouting.

Though he had no formal experience in eyewear, he approached the craft with obsessive care. He curated four silhouettes—clean, sculptural, quietly expressive—and launched J. Goldin with a handful of colors and a willingness to take the leap.

A few months prior, Tristan Hackman had left his position at Matsuda, the legendary eyewear house founded by Mitsuhiro Matsuda. After nearly three years immersed in the heart of luxury eyewear—working side by side with the CEO—Tristan had touched every part of the process: ideation, technical design, prototyping, production, and global marketing. He had traveled to Fukui Prefecture in Japan, walking the factory floors where the world's most revered eyewear is made. Under the mentorship of Matsuda's team, he began designing—starting with refinements and eventually crafting full silhouettes of his own.

On the first day Tristan had gone online to seek freelance design work he came across a posting looking for a designer. He had no idea it would connect him with Carson and flourish an opportunity to not only be a designer— but a partner. One was searching for creative freedom. The other, for technical mastery. And—by extraordinary coincidence—they were both in Atlanta.

That moment of convergence wasn't planned.
It wasn't calculated.
It was simply... serendipity.

Origins

Creating the Brand

The first six months of J. Goldin were defined by obsession. Carson had the wordmark—a flowing script inspired by the brand name—and a few sculptural silhouettes that hinted at what the brand could become. But beyond that, the foundation had yet to be poured.

With Tristan now at his side, the two began the work of building something bigger than just a product line. They started with the essentials: brand identity, mission, and vision. Both lifelong art lovers, steeped in Atlanta's underground music and creative scenes, they shared a belief that fashion—true fashion—should feed the communities that inspire it. From the very beginning, J. Goldin was imagined not just as a brand, but as a platform for honoring and amplifying independent artists, musicians, and makers.

One of the earliest lessons Tristan brought from Matsuda was that in luxury, everything is a fine art project. Even product photography. Especially product photography. Together, Carson and Tristan transformed Carson's parents' basement (the biggest room they had access to with light control) into a makeshift studio—renting high-end equipment, bouncing light with foam board and butcher paper, and spending full days capturing just a handful of frames. Each image had to have intention. Each photo needed to feel alive. Cold catalog shots wouldn't do. What they created was more than documentation—it was storytelling. It was J. Goldin.

They worked with talented graphic designers to create the visual backbone of the brand—developing a signature color palette, typographic language, and the brand mark that now defines J. Goldin's identity. When the final logo was finished, there was no doubt. It was the one. Quietly bold, precise, and emotionally resonant—it was the visual echo of everything the brand stood for.

From there, they moved into product presentation—developing packaging that felt worthy of the frames inside. Each detail mattered: custom cloths, dust bags, certificates of authenticity, embossed with a custom hand-pressed seal—signed by Carson and Tristan, and a signature foil stamped box wrapped in J. Goldin's palette. It took more than just a few tries and prototypes to dial everything in, but with every choice, the brand became more real.

They named their debut the Origins Collection—a quiet tribute to the process of becoming. But the road ahead was clear: how do you bring a new name into the world of luxury? How do you reach the people who will understand it? And how do you build a supply chain that upholds your standards, without compromise?

The questions were big. But J. Goldin was becoming something worth answering for.

Genesi

Made in Italy

To create the level of quality J. Goldin demanded, Carson and Tristan knew they had to look beyond their borders. Japan, long considered the pinnacle of luxury eyewear production, had a well-earned reputation for its craftsmanship—but with year long lead times it was a near-impossible ask for a young brand.

There was another place, though—steeped in artistry, known for moving with a touch more urgency: Italy. The only problem? They had no connections there.

So they did what they always did—started from scratch. For months, they reached out to every factory they could find. They discussed materials, processes, minimums. Most didn't meet their standards. The search was exhausting. But then, one night, something happened.

Tristan, in a late-night rhythm of cold emails, sent out a few hundred messages to Italian manufacturers. Most went unanswered, but at midnight in Atlanta—early morning on the Amalfi Coast—they received a reply. It was from a man named Pier.

He had seen their branding. He felt something in it. He reached out immediately.

Pier ran a multi-generational atelier near the coast, specializing in small-batch, limited-edition acetate frames. Their first Zoom call felt like a reunion rather than an introduction. The alignment was uncanny. The energy, familiar. Serendipitous, again.

From there, they began designing what would become the Genesi Collection—eight silhouettes in classic proportions, each available in four tonal colorways. The frames featured thick temples with custom milling, clean-lined core wires, and subtle badge detailing. For Tristan, the beauty of eyewear design was always in the details—how a single millimeter could shift a frame from forgettable to unforgettable. He honed the shapes tirelessly, balancing the avant-garde with the timeless. The result was a body of work that captured the essence of J. Goldin: elevated, restrained, intentional.

J. Goldin had arrived.

But making a beautiful product isn't enough in the world of luxury. It must also be seen.

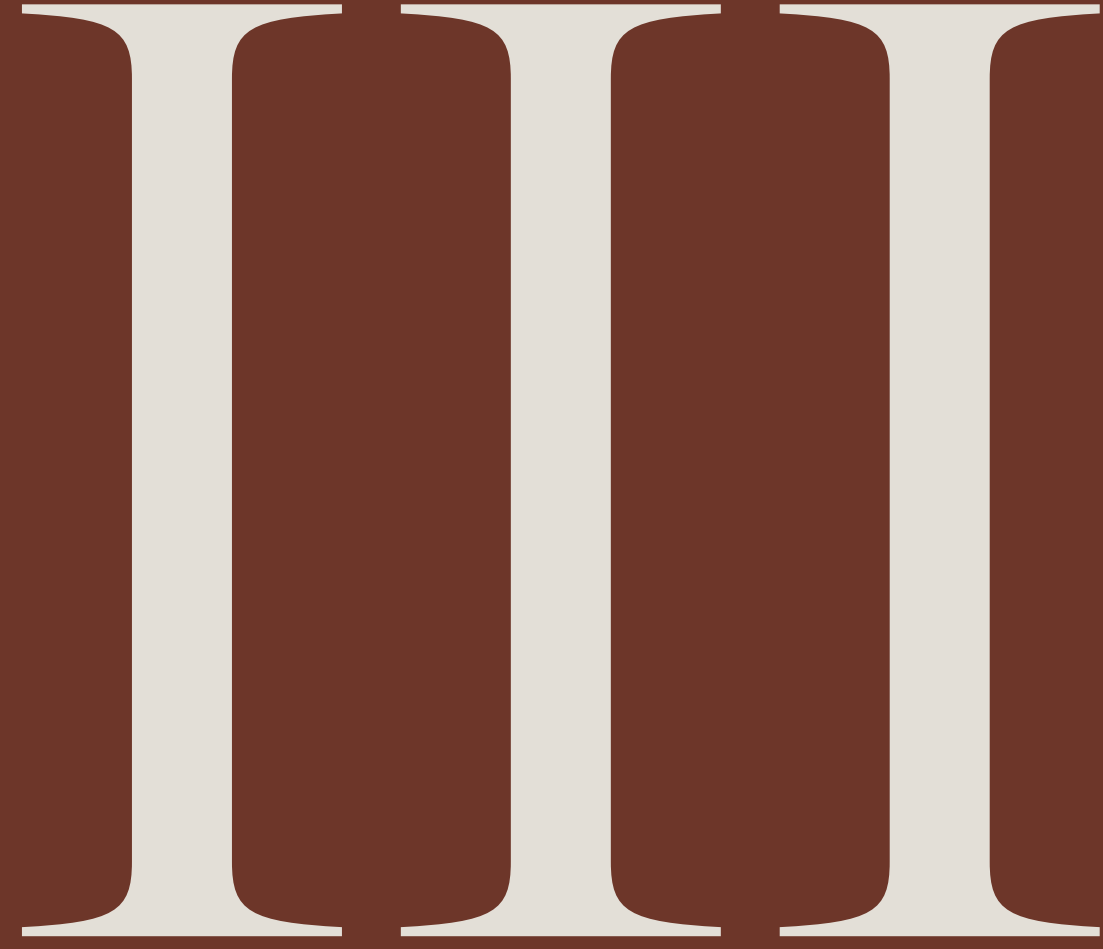
With little budget and no team, they leaned into the only community they had: Atlanta's underground artists. Muralists, musicians, illustrators—the very muses who had shaped the brand's vision from the beginning. Carson and Tristan offered them frames, and in return, asked for their presence. With Tristan behind the lens and Carson by his side, they shot their first campaign in borrowed spaces and natural light. Every shot was intentional. Every subject, chosen for who they were—not how they looked.

They combed through thousands of photos, edited each one by hand, and launched their first campaign: The City of Muses. A tribute to the creative underground that raised them, and a declaration of where they were headed.

With their first full collection in hand and their first real story told, J. Goldin was no longer just becoming. It had arrived.

The Product

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Italian Atelier



Italian Atelier

Tucked into the hillside of southern Italy, just outside the Amalfi Coast, sits a quiet workshop where craftsmanship still reigns. Founded in 1976, this multi-generational, family-owned atelier has spent nearly five decades mastering the art of handmade eyewear.

They were among the first in the region to bring high-end frame production to southern Italy—pioneering techniques that have since shaped an entire industry. Every frame that leaves their hands passes through hundreds of steps, from raw acetate sheets to the final hand polish. Each one is cut, milled, tumbled, and finished by artisans who have spent their lives perfecting the details most people never notice.

Their values align with our own: intention over scale, longevity over trend, soul over spectacle.

We partnered with this atelier not only for their legacy, but for their spirit. For the way they speak about materials. For the way they treat design as an extension of the hand, not just the machine.

This is not fast fashion. This is not white-label eyewear.

Designed in Atlanta, crafted in Italy—

Each style is an original creation born from the marriage of deeply informed design and decades of artisan craftsmanship.

The Design Process



The Design Process

AVANT-GARDE VS. TIMELESSNESS

At J. Goldin, we believe the most compelling design exists at the intersection of avant-garde and timeless. To be avant-garde is not to be loud or unusual for its own sake—it's to explore something new with intention. Every concept begins with an idea rooted in design history, informed by decades of art, architecture, and craft. That's what gives it meaning.

But in luxury, experimentation must be balanced with longevity. When someone invests in a frame, it should feel both expressive and enduring—something they can wear every day for years to come. Our challenge is to create pieces that feel directional without ever going out of style. That's the line we walk.

ONE DEGREE CAN MAKE THE DIFFERENCE

In eyewear design, millimeters matter. The angle of a brow line, the curve of a lens, the thickness of a temple—all of it shapes how a frame feels, wears, and connects with its wearer. What seems like a small adjustment on paper can be the difference between a home run and a missed opportunity.

We obsess over these details. Not because they're obvious, but because they're felt. And in the world of luxury, that feeling is everything.

THE ITERATIVE PROCESS

Our process is built on refinement. Every design begins as a loose sketch—raw, gestural, instinctive. From there, it becomes a to-scale digital drawing, where proportions are tested and structure begins to take shape. Then we render the frame in 3D and prepare full technical drawings for prototyping.

Once in physical form, the real work begins. We hold it, wear it, adjust it. We change thickness, tilt, balance. We cut new prototypes. We start again. Sometimes dozens of times—until the frame reaches that rare and unmistakable place where form, function, and feeling align.

Only then is it ready to carry the J. Goldin name.

LUXURY DOESN'T HAVE TO BE LOUD

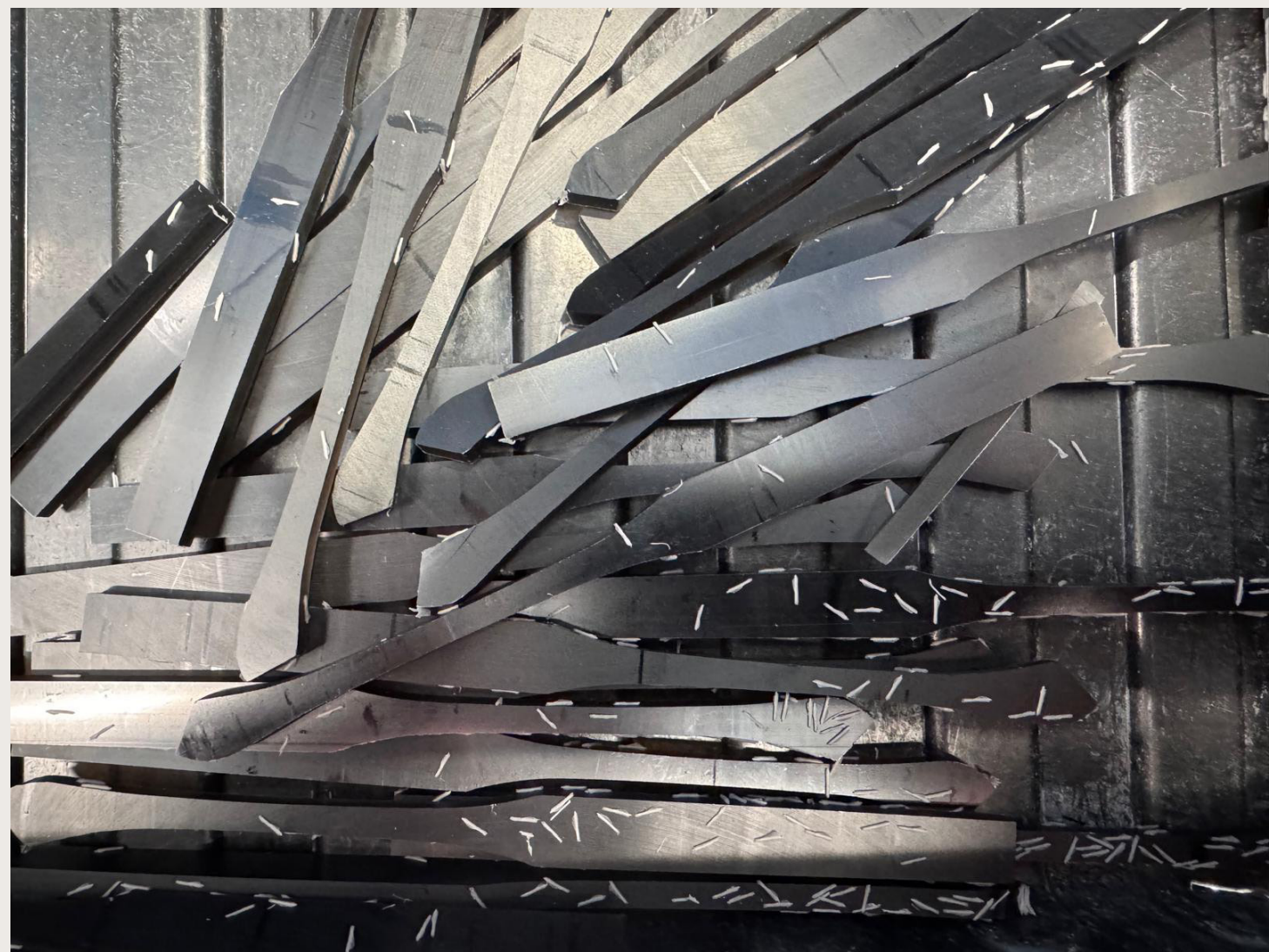
In much of today's luxury eyewear landscape, louder often means better. Logos grow larger, silhouettes get bolder, and the frames are designed to shout—becoming the loudest part of an outfit.

At J. Goldin, we believe in a different kind of luxury.

To us, luxury isn't about spectacle. It's about substance. It's about materials chosen with care, shapes refined with intention, and details that reward a closer look. We don't rely on gimmicks or trends to make a statement—our frames are designed to elevate, not overpower.

Luxury, in our eyes, should honor the individual—not outshine them. That's why we design for presence, not attention. For confidence, not noise. Your vision, our lenses.

Materials



Materials

ACETATE

We work exclusively with plant-based cellulose acetate—an organic, renewable material made from cotton and wood pulp. More than just beautiful, acetate offers warmth, flexibility, and depth that synthetic plastics can't replicate.

We source only from the most respected producers in the world: Mazzucchelli 1849 and La/Es in Italy, and Takiron Rowland in Japan. Each partner is known for their unparalleled quality, heritage techniques, and commitment to sustainable innovation.

Every color used in a J. Goldin frame is hand-selected for richness, clarity, and dimensionality. We develop custom laminations to create tonal interplay and layered depth—resulting in colorways that feel as sculptural as the frames themselves.

RARE MATERIALS

From time to time, we craft limited editions using rare, elevated materials. These include ethically sourced buffalo horn, selected for its natural grain and warmth, and frames made of or plated in 22k gold and .925 silver, adding understated opulence to our most exclusive designs.

These frames are offered only in small runs. They are not created to chase attention—but to reward those who notice the details.

METALS

For the internal structure of our acetate frames, we use alpaca—a refined alloy of copper, nickel, and zinc, often referred to as nickel silver. While less known to the consumer than titanium, alpaca is prized by artisans and ateliers for a reason.

It offers an ideal balance of strength, elasticity, and workability. Unlike titanium, which is rigid and difficult to adjust, alpaca provides just enough flexibility for precise fitting—making it perfect for core wires and hinge assemblies that require both durability and fine-tuning. Its slight malleability allows opticians to tailor the frame to the wearer with ease, while maintaining tension and snap over time.

Alpaca also bonds more securely with acetate, helping to create a seamless connection between metal and material. It machines cleanly, accepts finishes beautifully, and has been the material of choice for heritage eyewear makers for decades. In our hands, it becomes a quiet luxury—unseen, but deeply felt in the way each frame fits, moves, and endures.

For our full-metal designs, we use ultra-lightweight titanium, known for its strength-to-weight ratio, hypoallergenic properties, and clean precision. All of our metals—whether titanium or alpaca—are finished in gold or silver, and often hand-painted to create rich patinas and effects unique to every frame.

These are not decorative flourishes. They are design decisions—made to elevate performance, longevity, and the feeling of quality in every detail.

The Art

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PRODUCT PHOTOGRAPHY

At J. Goldin, everything we create is treated like a fine art project—even our product photography.

We believe the way a product is captured should reflect the care that went into creating it. Our product photography is not an afterthought. It's a continuation of the design process—an extension of the craftsmanship, intention, and philosophy behind each frame.

We spend hours manipulating and sculpting light—bouncing, blocking, diffusing—to bring out the subtle depth of acetate, the contour of a silhouette, the finish of a metal. We don't believe in flat light or lifeless documentation. We aim to honor the product, not just display it.

Each image is composed with the same attention to proportion, form, and restraint that defines our frames.

Because in luxury, every detail matters.



CITY OF MUSES

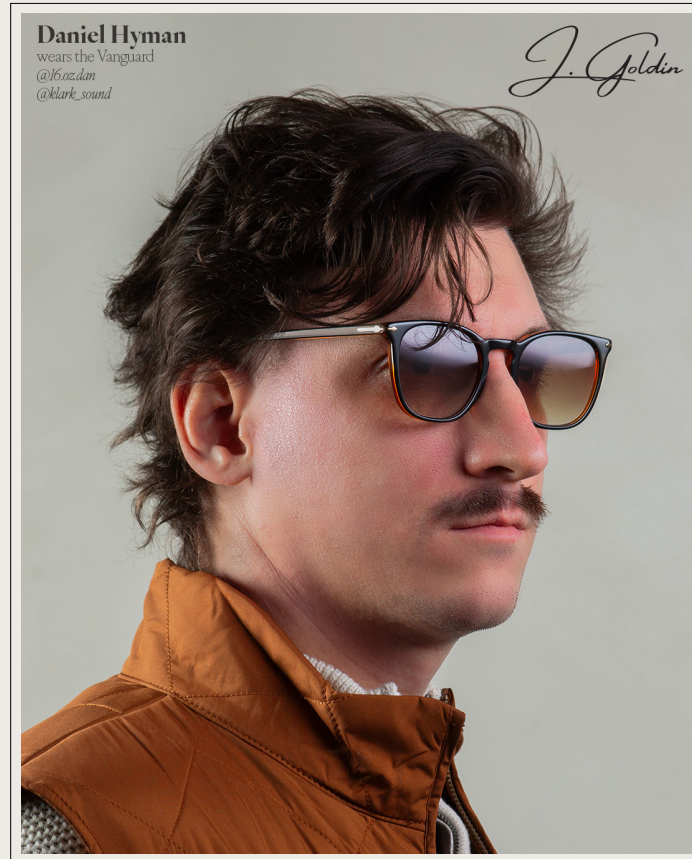
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And many more to come...

Atlanta first...

then the world.