

STUDIO

G. *By* GLASSETTE

Creative direction, brand storytelling and considered experiences - from the team behind Glassette.

SAY HELLO

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THE RECOGNITION MOMENT



**THE BRANDS THAT RESONATE IN THE LIFESTYLE SPACE
RIGHT NOW AREN'T THE ONES WITH THE BIGGEST BUDGETS.**

They're the ones with a distinct point of view - who set the tone rather than follow it, and who show up in people's lives in a way that feels genuinely at home there.

That kind of creative confidence is hard to manufacture. It comes from taste. From knowing what to include and what to leave out. From understanding how aspirational, creative people actually live, and what earns their attention.

That's what Glassette has been building since day one. And it's exactly what Studio G puts to work for your brand.

WHAT STUDIO G. IS

STUDIO G. IS THE CREATIVE STUDIO BORN FROM THE TEAM BEHIND GLASSETTE

We give brands access to the aesthetic, the thinking and the editorial credibility that our audience already trusts - creative work and experiences that earn their place in people's lives rather than interrupting them.



Studio G takes that creative intelligence and applies it directly to your brand - translating what you make into the visual language, the stories and the experiences that make people want to live with it.



Glassette is a cultural filter for how to live well. Our edge is taste - the ability to curate with a genuine point of view and make everyday categories feel culturally relevant. That's what our audience trusts us for, and it's what brands come to us to be part of.



OUR TEAM



LAURA JACKSON TASTEMAKER, HOST, CREATIVE DIRECTOR

Laura's way of seeing the world is what gives Glassette - and Studio G - its edge. Her ability to make the everyday feel aspirational, to find the warmth in a brand and bring it to life through styling, storytelling and genuine creative instinct, is what brands come to us for. At Studio G, she brings that thinking directly to your brand.



DAN CROW CREATIVE STRATEGIST, BRAND BUILDER, COMMERCIAL EDITOR

Dan has spent his career building standout brand collaborations and partnerships, at END. Clothing, Timex and now across Glassette's growing creative business. At Studio G, he leads the strategic layer: making sure every creative decision serves a clear brand objective, and that what we build for you works as hard as it looks.



Behind Laura and Dan is a wider team of creative specialists- art directors, designers, photographers, videographers, producers, copywriters and marketing strategists, each chosen for their ability to work within the Glassette world and bring their best to yours.

THE WORK

THE MOST HONEST PROOF OF WHAT WE DO IS WHAT WE'VE MADE - BOTH FOR OURSELVES AND FOR THE BRANDS WE'VE WORKED WITH.

BUILT FROM SCRATCH

Ovette, our olive oil brand, and Rocco, a new to market skincare brand, were both conceived, directed and launched entirely by the Studio G team - insight, strategy, visual identity, creative direction, launch. No external agency involved. They exist because we had an idea and we knew how to make it real. Which means when we apply the same process to your brand, we're not guessing.



BUILT FOR BRANDS

We bring the same creative rigour to client work. For Google Pixel we developed and produced a travel content series - concepting, production and distribution all led by Studio G. For Starling Bank we curated and directed a brand event from the ground up: creative concept, styling, direction and all supporting content. In both cases the brief was the same - make it feel genuinely at home in the lifestyle space, not like it was placed there.

Together, these two sides of what we do tell the same story: we don't just know how to make things look right. We know how to make them mean something.

THE WORLD WE WORK IN

WE WORK AT THE INTERSECTION OF THE THINGS OUR AUDIENCE CARES MOST ABOUT.

Interiors and the home. Hosting and the table. Food, drink and the pleasure of cooking well. Travel and the art of being somewhere properly. The makers, the growers, the chefs, the designers, the people doing interesting things without necessarily being famous for them yet.

This is where Glassette lives editorially, and where we create most naturally. But the creative approach we've built in this space, warm, considered, joyful, specific, isn't limited to it.



The brands that resonate with our audience share something beyond category: they have a point of view, they value beauty in the everyday, and they want to connect with people through genuine storytelling rather than interruption. Whether you're a skincare brand, a financial brand, a tech brand or somewhere in between, if that's the kind of creative you're looking to make, Studio G is built for it.



WHAT WE DO

CREATIVE DIRECTION AND BRAND STRATEGY

We define how your brand should look, feel and communicate in the lifestyle space - visual language, messaging and a clear creative point of view. Right for launches, repositions, and brands who want to move from functional to culturally relevant.

CAMPAIGN AND CONTENT PRODUCTION

Editorial-style photography and video, short-form social content, campaign imagery, long-form features. Everything designed to feel like something people actually want to engage with. One production, many outputs, long shelf life.

BRAND AND PRODUCT LAUNCH

The full journey from insight to market - category research, go-to-market strategy, creative direction, identity, launch execution. The same process we've run for our own brands, applied to yours.

CULTURAL INSIGHT AND STRATEGY

Genuine, close-range understanding of how people with a creative, considered approach to living are thinking, shopping and making decisions — what they're moving towards, what they're leaving behind, and where the cultural white space is for your brand. Available as a standalone commission or as the foundation for a larger creative project.

EVENTS AND HOSTED EXPERIENCES

Considered in-person moments - editorial dinners, brand launches, tablescaping, hosting events, shoots in situ. We know how to make a gathering feel intentional. Particularly strong for food and drink, interiors, travel and hospitality brands.

TALENT AND CREATIVE NETWORK

Access to the curators, stylists, chefs, designers and makers who are already native to the Glassette world — people who bring genuine credibility and aesthetic coherence to a project, not just reach.

HOW WE WORK

**WE DON'T LEARN THE CATEGORY ON YOUR TIME.
WE ALREADY LIVE IN IT, EDITORIALY, CREATIVELY,
COMMERCIALY.**

When you brief Studio G, you're not onboarding an agency. You're plugging into a team that already understands the space, the audience and what good looks like in it.

We think like brand owners because we are brand owners. Having built our own brands from the ground up, we know what it takes to make creative decisions that serve a long-term brand vision, not just a campaign deadline. That means we work alongside you as a genuine creative partner, not a supplier executing a brief.



And because we plan for longevity from the start, a single creative direction goes further than you'd expect. One shoot, one considered point of view, many outputs, across many touchpoints, with a shelf life that outlasts the moment it was made for.

THE GLASSETTE ECOSYSTEM

WORKING WITH STUDIO G ALSO OPENS THE DOOR TO THE BROADER GLASSETTE WORLD - WHEN IT'S THE RIGHT FIT FOR THE PROJECT.

This gives Studio G clients something a traditional agency or production studio can't offer - the option to publish directly into an editorial environment that the right audience already trusts. Not as a media buy, but as a natural extension of the creative work itself.

55K+

NEWSLETTER SUBSCRIBERS

62 %

AOR NEWSLETTER OPEN RATE

4M

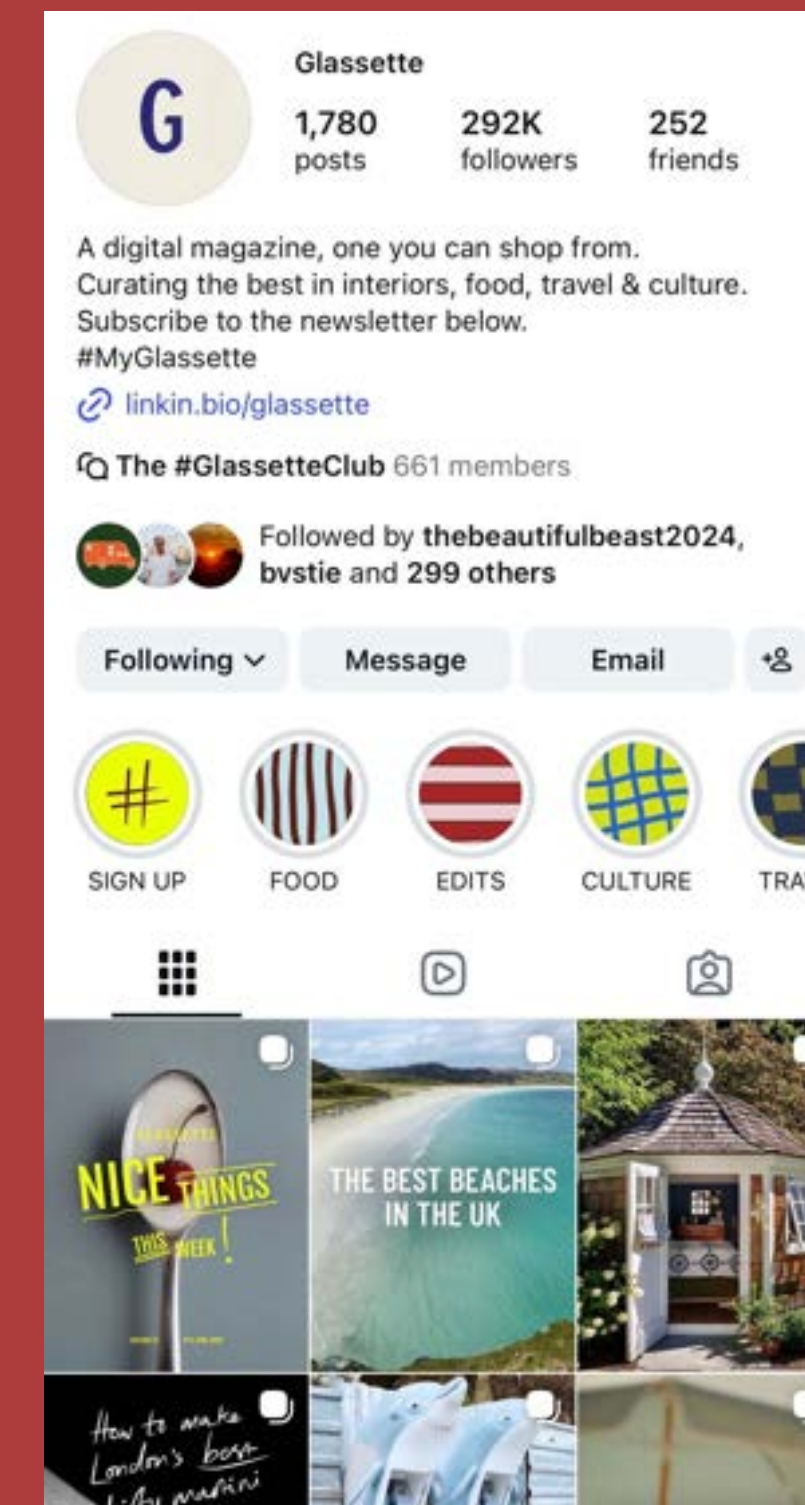
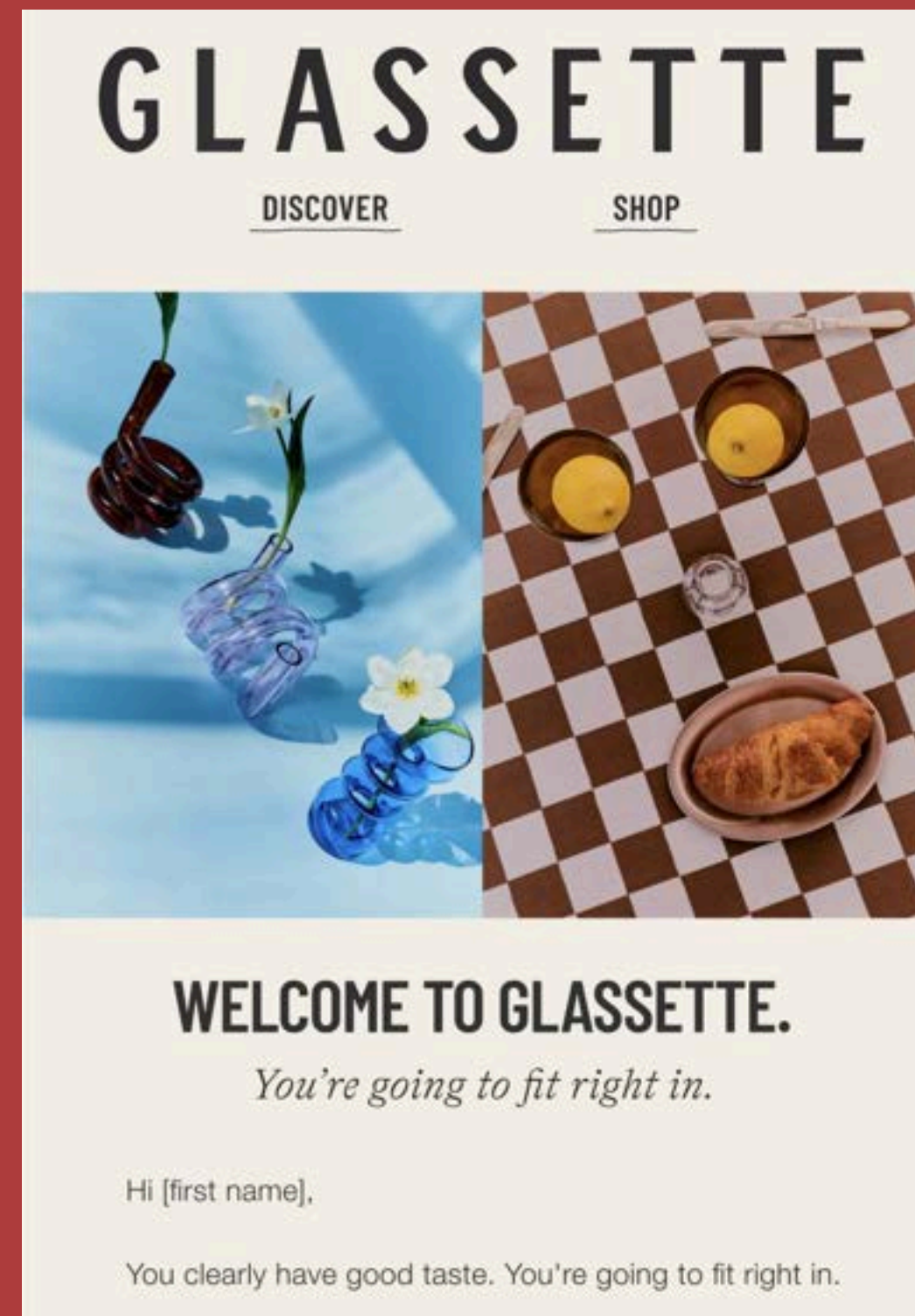
MONTHLY VIEWS ON PINTEREST

292K

INSTAGRAM FOLLOWERS

444 K

LAURA INSTAGRAM FOLLOWERS





LET'S MAKE SOMETHING

IF YOU'RE BUILDING SOMETHING AND YOU WANT IT TO FEEL LIKE IT BELONGS IN THE WORLD, RATHER THAN ALONGSIDE IT, WE'D LOVE TO TALK

Studio G works with a select number of brands at any one time, which means every project gets the full weight of the team behind it. Get in touch to start the conversation.



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