

CUBITTS

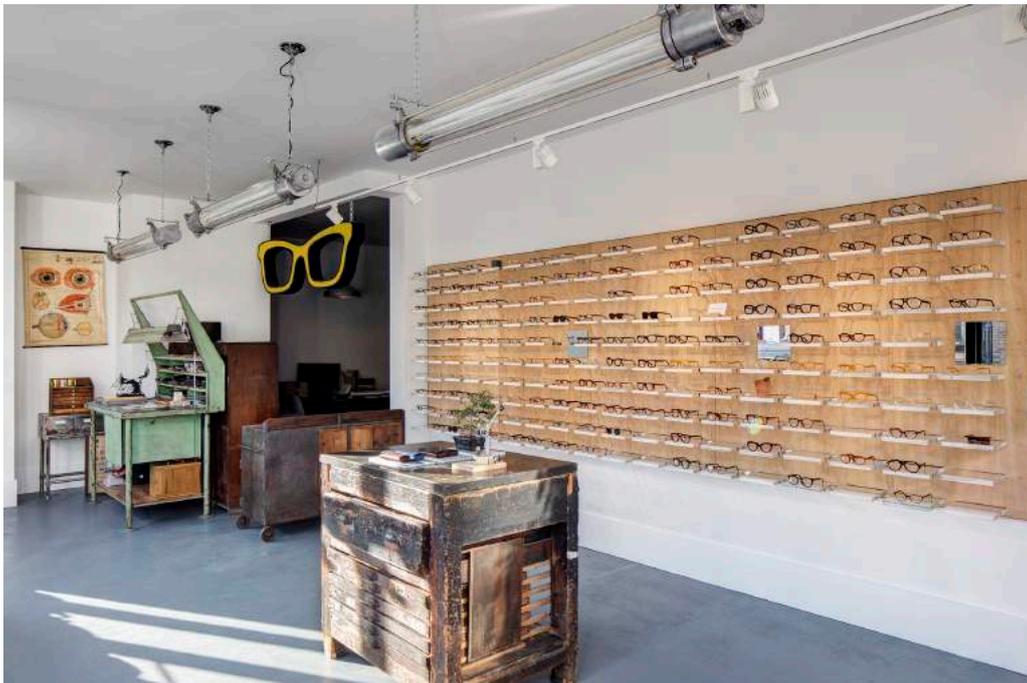


PRESS RELEASE, 17 November 2016

Cubitts Comes Home

Hand-made spectacles brand returns to King's Cross with a new HQ

Three years ago, in a flat on **Cubitt Street**, King's Cross, **Tom Broughton** founded a spectacle company unlike any other. In need of a name for his new venture, he turned to his surroundings for inspiration – and found it in the building yard once owned by the **Cubitt brothers**, Master Builders and Engineers who modernised their industry and changed the face of London. There was a clear parallel with what he wanted to achieve. **Cubitts** the brand was born.



Cubitts Kings Cross workshop. Photography by Ed Reeve.

Despite basing their workshop in St Pancras, **Cubitts** has never had a shop in the area; its three current outlets are based in **Soho**, **Borough** and, most recently, **Spitalfields**, which opened in September 2016. With the current headquarters too small to meet the needs of the rapidly growing business, that changes on **Monday 21 November**, when **Cubitts** opens the doors of its new HQ at **97 Caledonian Road** – a corner site that has just emerged from two decades of dereliction with a spectacular redevelopment.

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Barbon spectacles by Cubitts

Like its other shops, **Cubitts'** King's Cross outlet will offer its range of handmade frames and sunglasses available to buy, as well as the brand's celebrated bespoke service, which enables people to have a design specialist custom-make perfect-fitting spectacles to suit their individual style, or to recreate existing frames. In addition, the basement workshop will be the home of the **Cubitts Academy**, where **Cubitts** staff will be trained in all aspects of optical dispensing and other essential skills in the spectacle maker's craft.



Cubitts King's Cross workshop. Photography by Ed Reeve.

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Cubitts don't just take naming inspiration from their environments; they draw design inspiration too (for example, the custom-made rivets that hold the frames together are based upon the design features of Lewis **Cubitts'** original Granary Building). The décor of the new shop is no exception, taking cues from the history of the area to create a uniquely enticing interior and celebrating the railway heritage of King's Cross by painting the building exterior in Flying Scotsman green.



Cubitts King's Cross workshop. Photography by Ed Reeve.

'Wherever we have a store we try to take ideas from our surroundings, whether that's from the local history or the raw materials that are around. The King's Cross and Clerkenwell areas were once the home of the British spectacle-making industry. We've collected lots of pieces of optical equipment from that time which we still use.'

– Joe Bell, Head of Operations, Cubitts

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Cubitts' King's Cross workshop will open on **21 November**. For more information about the **Cubitts** brand and its new workshop, please contact Jodi Moss at jodi@zetteler.co.uk or on +44(0)7910 705147.

Notes for Editors

About Cubitts

Since 2013, Cubitts has combined traditional craft with contemporary style, creating bespoke, hand-made spectacles and sunglasses in its workshops, first in King's Cross, then in Soho, Borough and Spitalfields. Using artisan techniques that have been around for centuries, their team pin-drills hinges, mitres joints, and polishes each acetate frame four times, and they even glaze their own prescription and polarised lenses. A champion of artisanal techniques rarely found on the high street, Cubitts offers hand-made prescription spectacles online and in-store from as little as £125, as well as a bespoke individual design service that sees its technicians work through more than 50 stages to make a single set of frames.

cubitts.co.uk

Twitter: @CubittsKX

Instagram: @cubitts



Cubitts Borough workshop

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Cubitts Workshop Locations

KING'S CROSS

97 Caledonian Road
London N1 9BT
+44 (0) 20 7683 6369
info@cubitts.co.uk

BOROUGH

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London SE1 9AB
+44 (0) 20 7407 6514
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SPITALFIELDS

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