

LOWERCASE

PRESS RELEASE | TELLASON COLLABORATION

TWO COASTS, ONE STATE OF MIND

Lowercase and Tellason have teamed up for a collaboration that brings together Brooklyn-made eyewear and San Francisco's denim legacy. It's a story of shared values, local manufacturing, and timeless style – rooted in craft and culture.

Tony and Pete, founders of Tellason, have always done things their own way. From their early days bonding over punk records and Fast Times at Ridgemont High, to launching a denim brand during the 2009 recession, they've stayed true to their belief in quality over compromise. That same spirit runs through Lowercase – a small-batch eyewear brand building every frame in-house at their Brooklyn workshop.

This capsule collection brings their worlds together in three distinct silhouettes – each cut from a blue marble acetate inspired by the look and soul of well-loved denim. The material has a rich texture and deep tonal character that gives each frame a grounded, wearable feel – elevated yet easy, just like your favorite pair of jeans.

The **Cassady** is relaxed and effortless, with a square shape softened by subtle curves – perfect for sunny days in the city or cross-country detours. **Ashe** is clean and confident, with just enough edge to feel cool but never try-hard. And the **Hustler** turns up the volume with its bold, aviator-inspired frame – a nod to American grit, garage rock, and classic muscle.

Handmade in NYC. Built to last. Inspired by denim.

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"We've always been drawn to people who build things the right way. Lowercase gets it – and this collection reflects that."

**Tony & Pete,
Founders of Tellason**



HUSTLER AND ASHE SUN MARBLE BLUE