

GQ

NOVEMBER 2025
£4.99

How To Look Hot,
Smell Good,
and Age Well

Inside the
Secret World
of Celebrity
Crisis PR

The 50
Most Stylish
People Alive

**JOSH
O'CONNOR**
THE THINKING MAN'S
LEADING MAN



EYEKØNIK



Founded in Amsterdam, EYEKØNIK brings you high-quality eyewear that blends timeless classics with modern, unique designs. Perfectly crafted for style and comfort, their collection is available exclusively online. Discover frames that upgrade your look and make every moment iconic. Visit eyekonikeyewear.com and follow on IG: [@eyekonik.eyewear](https://www.instagram.com/eyekonik.eyewear)

HARVEY JEWELS



Harvey Jewels is a bespoke luxury jewellery brand based in Sydney, Australia. Their innovative take on form is showcased in their second collection. Founded by young designer Zara Toohey, Harvey Jewels is an emerging brand to keep an eye on. Visit harveyjewels.com.au and follow on IG [@harvey.jewels](https://www.instagram.com/harvey.jewels) for more.

REVIVE THREADS CO.



Revive Threads Co. invites you to join the rebellion, where your style is a statement, and each accessory tells a story of conscious fashion and individual character. Made in Atlanta, Georgia, the pieces are made from 90% recycled materials. The pieces pictured are made from vintage recycled quilts, recycled lace and linen. They rebel against fast fashion, promote sustainability, and create clothing made to last for decades. Visit: revivethreadscos.com and [@revivethreadscos](https://www.instagram.com/revivethreadscos) on IG.

DOOD EYEWEAR



Based in Bath, Dood Eyewear creates handcrafted sunglasses that bring together heritage design and bold style. The brand reimagines classic 60s and 70s silhouettes through a modern lens, using eco-conscious acetate and uniquely coloured lenses. Each pair balances vintage spirit with contemporary style, made for those who want individuality without compromise. Shop the collection at doodeyewear.com and follow [@dood.eyewear](https://www.instagram.com/dood.eyewear) on IG.

Field Tested

1. Participation is a contemporary sportswear brand rooted in the culture of running. Focused on thoughtful design and everyday function, the brand blends technical performance with a minimalist sensibility—built for those who move, whether on city streets or quiet trails. It's running gear, reimagined with intention and restraint. Visit participationco.com and [@participationco](https://www.instagram.com/participationco) on IG.

2. Curo was founded with a clear intention: to bring care, quality, and quiet confidence back into the world of modern golf-wear. Curo creates for real players. The ones for whom golf is more than a game. Their pieces are designed to carry you through the day with ease, confidence, and style. Visit curogolf.com and [@curo.golf](https://www.instagram.com/curo.golf) on IG.

3. Celler8 is a premium PEMF therapy, engineered with the aim of promoting faster recovery, better sleep, and peak performance. With sleek design and smart programs, it's effortless to use and hard to live without. For those who push limits, recover smarter. Follow them on IG: [@celler8](https://www.instagram.com/celler8) and visit celler8.com

4. The most beautiful pickleball paddles and gear from Japan. **EVERYDAY SOCIAL®** blends minimalist design with artisan craftsmanship, inspired by the historical town of Karuizawa's serene beauty. Designed for those who appreciate understated luxury and timeless style, crafted in small, limited batches for life on and off the court. Follow them on IG [@everyday.social](https://www.instagram.com/everyday.social) and visit everydaysocial.com

5. Are you seeking new technologies to improve your game? Combining an external transparent layer and an inner polymer core the **BRD's** X1-Grip with "Pure Feel Tech" is specifically designed for the highest swing speeds to filter shocks and to assure the softest feel, tackiness and torsional stability. Visit: brdgrips.com and [@brdgrips](https://www.instagram.com/brdgrips) on IG.

6. SUBI was founded from a love for design. Their collection of running and outerwear is crafted for everyday athletes looking to redefine their performance with a new visual aesthetic. Visit subi-running.com and [@subirunning](https://www.instagram.com/subirunning) on IG.

7. Perspect designs sportswear with custom fabric blends and exceptional softness. Each piece is engineered for performance yet refined with the restraint of high fashion. The result is pieces that move effortlessly with the body - sportswear that feels as good as it looks. Visit perspectclo.com and follow on IG: [@houseofperspect](https://www.instagram.com/houseofperspect)

8. Elevate your running experience with **Erniold**. Performance apparel without the noise—pared-back design meets athlete-grade functionality, all made locally in Melbourne, Australia. Born from the city's running community, Erniold delivers gear built to move—carefully constructed and never mass-produced. Browse their curated collections at erniold.com and [@ernioldrunning](https://www.instagram.com/ernioldrunning) on IG.

