Google pushes privacy angle as Gemini-powered smartglasses debut starting at $395

Smartglasses have always faced an uphill road to acceptance. Not only is propping a computer up on your nose an uncomfortable proposition, but the privacy aspect has been vexing people since the Google Glass days. Now, Google is ready to take another swing at “intelligent eyewear” for the Gemini era after previewing its plans a couple of times. The first glasses are up for preorder today from Gentle Monster and Warby Parker, but they’re no impulse buy.

These devices are a collaboration between Google, Samsung, and the aforementioned eyewear designers. Gentle Monster and Warby Parker have each designed a few different frames, with options for transparent and tinted lenses. Samsung is providing the computing hardware that fits inside them, and Google has the software covered.

Warby Parker has designed three frames for Google eyewear, called Alden, Reid, and Wren (see above). They are available with both standard optical and sun lenses in Pine, Saddle, and Jet Black colors at $395 and higher. Warby Parker is only selling devices in the US. Gentle Monster has gone a bit further with six styles, but Google hasn’t told us any names for those yet. They come in dark red, pink, gray, and yellow colors and are available with clear, tinted, blue, or brown lenses. The Gentle Monster styles start a little higher at $449, and they will be available in the US and South Korea.

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