



*STYLE IS EVOLUTION.
PERSOL PROVES IT WITH A COLLECTION
BRIMMING WITH SOPHISTICATED NEW FEATURES*

Founded in Turin in 1917, Persol's long history of innovation, consistency and tradition has made it a universally recognised style icon. The brand's glasses are loved by the stars of the silver screen and by all those who like to bring a little bit of elegance into their everyday lives. Persol has an innate ability to evolve, keeping its style in sync with contemporary trends.

This is once again evident in Persol's newest collection, which is characterised by Persol's striking attention to detail. Testament to this is the new double bridge and lightweight, elegant frame of the Persol Calligrapher Edition. From the sophisticated combination of Havana acetates – from the brand's sprawling archives – with a range of metallic tones to the incisions used to accentuate temples and bridges, each and every detail is attended to with the full extent of Persol's artisanal expertise.

All of the glasses have an extreme sense of lightness courtesy of sleek lines in both the optical frames and sunglasses, with the latter using top-quality crystal lenses – polarised and ultra-thin versions are also available. The journey through the vintage acetates in the Persol archives continues, while the brand-new Madreterra version makes an exclusive appearance on the iconic 714 model.

SUNGLASSES



PO714

These acetate sunglasses are one of the iconic Persol models, immortalised thanks to the legendary Steve McQueen who wore them both in his personal life and on the set of many of his widely acclaimed films. The fold-away frames are made using artisanal methods and the finest materials, while the temples are equipped with the Mefflecto system and feature the Supreme Arrow. As part of the brand's journey of rediscovery through some of the vintage patterning in their archives, this model features the exclusive new Madreterra acetate, which contrasts wonderfully with crystal lenses in green, brown gradient and polarised blue. As well as ensuring perfectly clear vision, these lenses also offer 100% protection from harmful sun rays.



PO3157

The design of these pantos sunglasses in acetate is a contemporary tribute to the sophisticated aesthetics of Persol's 1940s archives. With sleek profiles and compact volumes, the model features the iconic flex arrow and other Persol classics such as the keyhole bridge and Meflecto temples. Pleasantly light to wear, the model is available in an elegant range of acetates in the following combinations: brown Havana with red streaks and brown gradient lenses; brown/beige tortoiseshell with grey gradient lenses; Havana with polarised brown lenses; black with polarised green lenses; Terra di Siena with blue gradient lenses.



PO3159

These pilot sunglasses in acetate feature a broad silhouette with a new, sleek profile. A contemporary touch is added with a double bridge in contrasting metal. Iconic Persol features such as the arrow and the Meflecto system are included, with the latter ensuring the temples are flexible enough for the wearer to personalise the fit. The acetates mix several tones of Havana with full colour versions, injecting that eclectic element that's sure to go down well with those who love to put their own stamp on their style: Fuoco e Ardesia with silver mirror lenses; Terra e Oceano with brown mirror lenses; streaked brown with light blue lenses; Havana with polarised brown lenses; black with green polarised lenses.

OPTICAL FRAMES



PO3160

The broad, sleek profile of these pilot optical frames in acetate is characterised by a double bridge which injects a strong hit of personality into the style. Yet this is certainly not achieved at the expense of the quintessential Persol style, which shines through in the mini flex arrows and Meflecto system, meaning the temples are flexible enough to ensure a personalised fit. Available in classic acetates and vintage patterns from the Persol archives: Havana; black; Fuoco e Ardesia; Terra e Oceano; Terra di Siena.



PO3162

These pantos optical frames in acetate are characterised by a sleek, lightweight profile which stems from a contemporary interpretation of the 1940s Persol style. The understated, compact volumes give centre stage to the mini flex arrow and other iconic Persol features, such as the keyhole bridge and Meflecto system temples, which ensure a personalised, pleasant fit. The model is available in a range of sophisticated acetates: brown Havana with red streaks; brown/beige tortoiseshell; Havana; black; streaked Havana.



For further details on Persol:

Persol.com

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Luxottica Group S.p.A.

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