



FULL METAL REVOLUTION

Persol reinterprets the iconic 649 with the contemporary appeal of metal

Persol reinvents the brand's outstanding icon and expands the 649 family with two new sunglasses and opticals created by combining refined tones of metal, precious acetate temple tips and crystal lenses.

The new version of the 649 testifies to the constant evolution of Persol's style. Created in 1957 and immediately adopted by Steve McQueen and many other movie stars, the 649 continues to be a cult object that goes beyond the confines of time and fashion. An accessory that boasts Made in Italy sophistication and stands out for its craftsmanship and use of premium materials.

The new models redesigns the 649 with ultra-slim, exceptionally lightweight and robust frames, which are stylized with Persol's characteristic iconic details: the Victor bridge, the Meflecto and the Arrow hinge. The Vintage Celebration acetate temple tips complete the style of the new Persol icon.

SUNGLASSES



PO7649S

The new metal interpretation of the 649 celebrates the evolution of this legendary icon, a favorite of movie stars like Marcello Mastroianni, and transforms it into a contemporary cult. The lightweight, ultra-resistant frame and the adjustable nose pads make the new 7649S incredibly comfortable.

The model is available in numerous variations: gold with *Ebony and Gold* acetate and Polar green lenses; black with *Mother Earth/Black* acetate and Polar brown lenses; blue and brown with *Resin and Salt* acetate and light blue lenses; blue and bronze with *Earth and Ocean* acetate and mirrored green lenses; silver with *Fire and Slate* acetate and gradient Polar green lenses; brown with *Fire and Slate* acetate and mirrored light brown lenses.



PO7359S

These boxy, completely metal sunglasses are an evolution of the best-selling 3059S with a sophisticated range of deep tones, which harmonize with the shades of the acetates and the lenses. A new contemporary classic by Persol, characterized by a slim, ultra-resistant frame with a striking design, which features unmistakable signs of the brand's identity redesigned in a stylized version, such as the Supreme Arrow enhanced with a glossy finish and the Meflecto band embossed on the slim temples.

The model is incredibly lightweight and comfortable to wear thanks to the adjustable

nose pads and the temples are finished with prestigious acetates from the Vintage Celebration collection. The model is available in the following versions: gold with *Ebony and Gold* acetate and Polar green lenses; black with *Mother Earth/Black* acetate and Polar brown lenses; blue and brown with *Resin and Salt* acetate and light blue lenses; blue and bronze with *Earth and Ocean* acetate and green mirrored lenses; silver with *Fire and Slate* acetate and gradient Polar green lenses; brown with *Fire and Slate* acetate and mirrored light brown lenses.

OPTICALS



PO7092V

Persol presents a revolutionary metal reinterpretation of its most successful models. New contemporary icons in a sophisticated range of deep tones, such as the glasses with a slim, ultra-resistant profile that recall the PO3092, with a frame marked by all the stylized details that symbolize Persol's brand identity. The model is incredibly simple and comfortable to wear thanks to its lightness and adjustable nose pads. *It is embellished with temple tips made from the acetates in the Vintage Celebration.* The following versions are available: silver with *Fire and Slate* acetate; gold with *Ebony and Gold* acetate; black with *Mother Earth/Black* acetate; blue and brown with *Resin and Salt* acetate; brown with *Fire and Slate* acetate.

This model is also completed by new clip-on sunglasses with a metal profile with a distinctive front bar. These functional, stylish clip-ons are available with the precious Polar green crystal lenses or in the Polar brown version.



PO7007V

These new boxy glasses are part of the new generation of incredibly lightweight metal models that reinterpret Persol's cult models, in this case, the PO3007. The slim, ultra-resistant model is made even more appealing by the range of deep, classic tones with two-tone variants. Persol's heritage is enhanced by stylized details such as the Victoria bridge, the Supreme Arrow with a glossy finish and the Mefflecto band embossed on the slim temples, which are finished with exclusive Vintage Celebration acetates.

The model is available in the following variants: silver with *Fire and Slate* acetate; gold with *Ebony and Gold* acetate; black with *Mother Earth/Black* acetate; blue and brown with *Resin and Salt* acetate; brown with *Fire and Slate* acetate.

The new PO7007V can be further customized with the addition of the new clip-on sunglasses with a metal profile. These functional, stylish clip-ons are available in the following versions: gunmetal with Polar green crystal lenses and gold with brown polarized lenses.



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