



*Tabacco Virginia (Virginia Tobacco), Caffè' (Coffee),
Terra di Siena (Sienna).
Vintage emotions for the new Persol Collection.*

Persol is one of the few brands able to boast authentic vintage. The company's history started back in 1917, a story of craftsmanship which over the years has produced a treasure trove of experience.

Persol is preparing to conquer summer 2013 with the new **Persol Vintage Celebration** collection, for men and women, created around the rediscovery of its own acetate archives in 3 original color shades, each with an appeal full of cultural references and a bearer of emotions.

Tabacco Virginia brings to mind the hot sun and wind that blows in the tobacco fields of Virginia.

Caffè – the sharpest nuance – dark like a fragrant cup of Italian coffee.

Terra di Siena – a clear and sunny reminder of the gently rolling Tuscan landscape.

Colors that enclose a world, which are inscribed inside the frames to indicate their uniqueness.

The **Persol Vintage Celebration** collection – consisting of both sun and optical models – includes both authentic iconic pieces and more innovative ones, but always faithful to the unmistakable design so full of retro recollections.

To make the **Persol Vintage Celebration** even more exclusive, in the sun version Persol has decided to only match the new colors with polar and photopolar crystal lenses. Made of crystal glass, the lenses are slim (only 1.8 mm thick), lightweight and comfortable to wear. Designed according to the very latest research breakthroughs and made with extreme care by artisans, they protect against harmful sunrays.

The Polar lenses reduce strong glare. The reflected light is blocked by special filters that act as a barrier against all harmful rays. The Photo-Polar Lenses combine polarized filter and photochromic filter. The polarized filter blocks glare and favors clear and sharp vision, while the photochromic filter changes the intensity of lens color according to the light, to ensure perfect vision in all conditions.

**SUPREME COLLECTION
PERSOL VINTAGE CELEBRATION
SUN**

PO 649

Iconic model, first presented in 1957 and perhaps the most famous of the brand. This is the re-edition of that worn by Marcello Mastroianni in the film "Divorce, Italian Style". Acetate frame, featuring ultra-flexible temples, thanks to the exclusive Mefflecto system, and the unmistakable three "cut" Victor Flex bridge.

The color range has been even further extended with the new acetates: Tabacco Virginia with brown lens; Caffè with gray lens; Terra di Siena with green lens.





PO 2953S

Classic acetate model, with rectangular and slightly rounded shape, enhanced by unmistakable Persol style details: the metal Supreme Arrow and the Mefflecto system temples.

To classic colors have been added Tabacco Virginia with brown lens; Caffè with gray lens; Terra di Siena with green lens.



PO 3055S

New model featuring acetate frame with the unmistakable Persol style details. The shape is large and rounded, with male pilot front combined with slim temples with the unmistakable metal arrow hinge. The Mefflecto system ensures perfect flexibility and close fit.

Available in glossy black and Havana with “aged” effect and in the new versions Tabacco Virginia with brown lens; Caffè with gray lens and Terra di Siena with gradient blue lens.

***SUPREME COLLECTION
PERSOL VINTAGE CELEBRATION
OPTICAL***



PO 3039V

Model of clear retro inspiration. The acetate frame has a Fifties style design, generally square but with rounded edges and tempered in the lower part. The lines of the front and temples are thick and the exclusive Mefflecto system, an unmistakable Persol detail together with the metal arrow hinge, ensures a perfect fit.

Available in Tabacco Virginia; Caffè and Terra di Siena with antiqued treatment.



PO 3052V

Very rounded and large lines for this new retro-inspired women’s acetate model. The softness of the design is highlighted by the tapered temples enhanced by unmistakable Persol style details – the arrow motif hinge and the Mefflecto system for a perfect fit.

Available in classic black and Havana colors and Tabacco Virginia; Caffè and Terra di Siena. In the case of the black and Tabacco Virginia versions, a special treatment has been applied conveying an “aged” effect.



PO 3053V

Slim and elegant, this acetate frame with its elongated oval shape is unisex. The Persol style is evident in the unmistakable details such as the shape of the bridge, the metal arrow hinge and the temple made highly flexible thanks to the Meflecto system.

Available in the classic colors of black, Havana and Caffè. In the case of the Terra di Siena and Tabacco Virginia colors, a special treatment has been applied which conveys an “aged” effect.



**CLASSIC COLLECTION
SUN**

PO 3058S

The Persol style in a new version that highlights the brand's retro appeal. The frame is very large with sharp contours and a square design with rounded corners. The front is slightly cat's eye and is joined to the important temples by means of the unmistakable metal arrow hinge. The Meflecto system ensures a perfect fit.

The model is available in glossy black, beige with “aged” effect, honey Havana with “aged” effect, glossy Havana with brown polar lens, black with “aged” effect and gray polar lens.

**DESIGN COLLECTION
OPTICAL**



PO 2426V

Lightweight metal frame with rounded design. The line of the front becomes larger in the top part with a pleasant retro flair. The flexible and extra-slim temples feature covered earpiece for greater wearing comfort. This model is available in silver/streaked green, gunmetal/Havana, brown/light spotted Havana and antiqued gold/light Havana.

Density and lightness blend perfectly. The metal gives shape to a new expression of design. The temples are extra-light and tapered. The Supreme Arrow— an unmistakable Persol detail — becomes slimmer on the hinges (Mini Supreme Arrow – 3.5 mm thick).



PO 2427V

Sharp design for this model with its slim metal frame and rectangular line with slightly rounded corners. The temples are extra-lightweight and flexible, with covered earpiece, for greater wearing comfort. Available in silver/streaked green, gunmetal/Havana, brown/light spotted Havana, antiqued gold/light Havana and black/Havana.

Density and lightness blend perfectly. The metal gives shape to a new expression of design. The temples are extra-light and tapered. The Supreme Arrow – an unmistakable Persol detail – becomes slimmer on the hinges (Mini Supreme Arrow – 3.5 mm thick).

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Luxottica Group S.p.A.

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