



PERSOL 2019

THE COOL CHARM OF '80S AND '90S ICONS, STRUCTURAL METAMORPHOSIS AND NEW PATTERNS

The star of an extraordinary adventure that has lasted for over a century, Persol continues to honour its innovative brand identity. From Turin trams to Everest expeditions, desert explorations and Hollywood stars, Persol glasses always stay true to themselves, yet are always different and perfectly in tune with the spirit of the age.

This attitude is revealed in the never-ending search for new patents to join the brand's historic patents, such as the Mefflecto system and the three-notched Victor bridge. These innovations are designed to further increase the models' comfort and lightness, a commitment that is embodied by the flexible metal temple launched in 2018, which has now been adopted on several models.

The Persol archives inspired the reinterpretations of the iconic '80s and '90s sporty models, as well as the 3 and 4-lens models and the Key West models with their Hollywood allure, perfect accessories for the eclectic style that characterizes the contemporary aesthetic.

Colour plays a starring role in the collection. Persol's extraordinary range of havana acetates, recreated over time thanks to the brand's immense archives, is enriched by the new glen plaid pattern. Presented in various shades thanks to a double-layer process - used for the first time by Persol -, the colourful tweed pattern is superimposed on the havana base. Polar lenses with original colours lend a fresh style to these new combinations, which have also been adopted by the iconic PO649.

Great attention has been paid to the finishing: the double-layer acetate frames are defined with an ultrasound technique and the profiles are finished with a hand-lapping process, demonstrating the careful attention to detail that only a highly artisan brand like Persol can guarantee on every model.



PO2458S - KEY WEST

This model, which became an icon in the '90s, is characterized by its straight frame front and lenses with an unmistakable design. Today, Persol is revisiting these memorable glasses by updating them with sophisticated details. The arched metal bar that outlines the frame front is combined in a single line with the newly-patented flex temples, finished with tips in various shades of acetate. The light, ergonomic model is available in the following combinations: black with green lenses, including a polar version; gold with brown lenses, including a polar version; gunmetal with light blue lenses; silver with green polar lenses; brown with burgundy polar lenses.



PO3229S - KEY WEST II

These metal and acetate sunglasses are a sophisticated and avant-garde interpretation of Persol style, which plays on the contrasts between the metallic tones and a range of colours that include the new glen plaid layered acetates and bright-coloured polar lenses. The frame front is crossed by a bar with a fluid design which, resting on bold acetate rims, connects to the newly-patented slim ergonomic temples, finished with acetate tips. The model is available in the following combinations: gold and black with green lenses; gold and havana with brown lenses; gunmetal and Sienna with light blue lenses; silver with blue glen plaid and light blue polar lenses; black with brown glen plaid and grey polar lenses; brown with burgundy glen plaid and burgundy polar lenses; gold and havana with green polar lenses.



PO649

The new double-layer acetates – glen plaid on havana –, combined with polar lenses in new colours, redefine Persol's iconic 649 model. The patterns are superimposed on the frame front, highlighting the characteristic Persol arrow, while the temples with the Meflecto system feature the brand's classic havana tones. The model is available in the following combinations: blue glen plaid with light blue polar lenses; brown glen plaid with brown polar lenses; burgundy glen plaid with burgundy polar lenses; grey glen plaid with grey polar lenses.



PO6649SM

The light, elegant 649 model – with an integrated flex hinge – adds the novelty of colour and double-layer acetates to its range. The new interpretations focus on sophisticated contrasts between the solid colour of the frame front superimposed on the havana base and the original shades of the polar lenses. The model is available in the following combinations: red with burgundy polar lenses; blue or black with blue polar lenses; white with brown polar lenses; havana with green polar lenses.



PO0005

The first 'four-lens' glasses created by Persol return from the brand's archives. More iconic than ever, thanks to the front and side glass lenses, the model guarantees complete protection from sunlight. This characterful accessory comes in sophisticated combinations of coloured acetates and lenses. The following versions are available: Sienna combined with light blue, brown, green, violet or grey lenses; black or havana with green lenses; white with brown lenses.



PO3225S

These iconic sunglasses, which feature a boxy design and straight frame front, have returned from the Persol archives from the roaring '80s. The brand's identity is unmistakably evident in the key bridge inspired by the legendary 649 model and in the flex arrow that seals the slim temples. The model is available in various combination of havana acetates paired with lenses in fresh, modern shades. The following versions are available: havana with green lenses or brown polar lenses; coffee with brown lenses; Sienna with light blue lenses; Beige Tortoise with light green lenses. Also available in black with green or green polar lenses.



PO3223S

Acetate sunglasses with three glass lenses and a shaped double bridge. Inspired by the three-lens model from the archive launched in July 2018, this model is distinguished by its more boxy design. The central lens provides front protection from sunlight, which is why the model was used by racing drivers. The temples offer a perfect fit thanks to the Meflecto system and flex hinge. In the 2019 collection, the glasses come in sophisticated new versions featuring havana acetates and lenses in fresh colours: Sienna with light blue lenses; Brown Tortoise with grey lenses; striped blue with burgundy polar lenses; striped brown with light blue polar lenses; beige tortoise with green polar lenses; black with green lenses; havana with brown lenses.



PO2461S

Metal Morris sunglasses. A '90s model recovered from the Persol archives and revisited with a boxy design with sculpted angles. The slim profile is completed by the flex hinge, one of the brand's many patented details, which guarantees a comfortable fit. The temples feature the engraved name Morris and are finished with temples in various shades of havana. The model is available in the following versions: gold with brown lenses or burgundy polar lenses; gold and havana with green lenses or brown polar lenses; black with light blue lenses; silver and black with brown lenses; brown with brown gradient lenses.



PO3219V

These acetate oval glasses inspired by '30s Persol design are a new addition to the glasses range. Their vintage elegance is also evident in the sculpted detail that accompanies the bridge and improves how the frame rests on the face, while the flex hinge and temple with the Meflecto system guarantee a perfect fit. The model is available in the following versions: black, havana, Sienna, striped blue and striped red.



PO2464V

Metal glasses with a double bridge. The optical version of the Key West model, a '90s Persol icon. The glasses' design is defined by the top bar, which forms a curved, single line with the temples and supports the slim rims. The frame is light and comfortable to wear thanks to the flex hinges and nose pads. The temples are finished with havana acetate tips and the new glen plaid texture. The model is available in the following versions: black, gold, gunmetal, silver and brown.



PO3226S

With their slim profile, these sunglasses reinterpret Persol's distinctive, sophisticated vintage style with new striped acetates. The brand's symbolic details are immediately recognizable on the frame, such as the iconic key bridge and temples with a flexible Meflecto-system hinge. The model, which is easy to combine and comfortable to wear, is available in the following combinations: striped blue with brown lenses; striped havana with grey lenses; havana with green lenses or with brown polar lenses; black with green lenses and Sienna with light blue lenses.

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