



Persol 2013 Collection. *Contemporary spirit and vintage soul.*

The new Persol 2013 collection plays out in four distinct themes that reinterpret the extraordinary heritage of the long-standing Italian brand, but with a vintage twist. A place of honor is reserved for the iconic 649, Persol's most iconic model and a cult classic since 1957, the year of its creation. Persol celebrates its design with new, more lightweight, optical and sun versions.

Bold and squared profiles and tactile thicknesses from front to temple end characterize the new sculptured effect that brings the brand's archive from the '60s back to life through models with a strong personality. In its ongoing quest to express an authentically vintage spirit, Persol has also perfected a tumbling process that creates an Antique finish. An exquisitely tactile and natural sensation that evokes the allure of a timeless vintage eyewear piece and is skillfully achieved as a result of a multi-phase production process that includes polishing and microabrasion with crystal spheres.

Two new models boast a *Victor Flex* bridge, a feature that stands as an example of the technical details that have long-guaranteed the comfort and perfect fit of Persol eyewear.

And finally, the Reflex Edition series inspired by the famous cameras is now available in an optical version.

EVOLUTION OF AN ICON



PO 9649V

Making its debut in an optical version, the 9649 model celebrates the iconic 649 but with a sleeker and lighter design, weighing in at 7gr less than the original.

Exclusive details like the *Mini Supreme Arrow* and a pared-down version of the *Victor Flex*, the unmistakable three-notch bridge, are technical features that bear witness to Persol's commitment to comfort and elegance.

The PO 9649V in fact offers 2 different caliber options to fit any face perfectly. Available in four different colors: from classic glossy black and glossy havana to vintage Terra di Siena and Virginia Tobacco.



PO 9649S

A unisex model dedicated to those who love the line of the 649, but prefer a lighter design.

The 9649 model offers a modern take on the iconic 649 with a more supple, sleeker design, yet retains all of the model's stylistic value and exclusive details such as the *Mini Supreme Arrow* and a pared-down version of the *Victor Flex*, the unmistakable three-notch bridge.

Available in: glossy black and glossy havana – both with the option of standard and polarized lenses – or vintage shades of Terra di Siena and smoky brown havana.

VICTOR FLEX



PO 3059S

This men's sun model boasts a squared silhouette and a sleek and lightweight design. Maximum fit and comfort is guaranteed thanks to the technical features that typify the brand, such as the flexible *Victor Flex* bridge, which follows the contours of the face, and the unsurpassed evolution of the Meflecto temples. Another unmistakable element of Persol's unique style includes the metal arrow. Available in Vintage Celebration shades of coffee and Terra di Siena. Polarized lenses available on two models.



PO 3059V

This optical men's model is streamlined and lightweight, and is characterized by a squared design. The optimum fit is achieved thanks to Persol's exclusive technical details, including the *Victor Flex* bridge – created in the '30s – and the unsurpassed evolution of the Meflecto temples that adapts to the contours of the face. Another unmistakable detail includes the metal arrow. The model is available with or without polarized lenses in Vintage Celebration colors: coffee, honey and Virginia Tobacco.

SCULPTURED EFFECT



PO 3064S

The ultra-feminine, cat's eye shape is boldly underscored by Persol's new sculptured effect. The thick frame is a throwback to the '60s and offers a modern and daring reinterpretation of the brand's archive. The metal arrow and Meflecto temples complete the distinguishing features of this model, available with the new Antique finish in the colors havana and streaked havana to further enhance the tactile quality of the material. Also available in glossy black and havana and streaked blue and havana. Polarized lenses on request.



PO 3065S

The squared and wide profile of this sun model reinterprets Persol's historical designs, with details unique only to Persol, like the metal arrow and Meflecto temples. The allure of the thick, '60s-inspired frame is heightened by the "sculptured effect", which lends a boldly tactile element and delivers a "look & feel" quality that is underscored even further by the exclusive Antique finish available in black, havana and blue. Also available in the colored version, coffee.



PO 3060V

A rectangular model with a bold profile inspired by Persol's historical archive. The sculpted effect of the thick frame imbues the piece with personality and authenticity. The tactile quality of the gently rounded edges is enhanced even more in the streaked honey and havana version with Antique finish. Stylistic details typical of the brand such as the metal arrow and Meflecto temples characterize this sober and elegant men's model. Available in the new vintage tone, honey.

REFLEX EDITION



PO 3046V

The extraordinary intuition that led to the creation of the Reflex Edition models – inspired by famous vintage reflex cameras – is taken to another level with this new optical model. The retro design of the frame is reinterpreted in a harmonious combination of acetate and metal to create a stylishly modern look. Bearing the unmistakable Persol arrow on the hinges and on the bridge, the PO 3046V is available in 2 different calibers to suit any face shape. Two new color options round out the offering: pale yellow havana and beige.



PO 3046S

Inspired by cult-classic reflex cameras, this model fuses vintage style and modern sophistication by elegantly combining acetate and metal. The front features a gleaming Persol arrow, which is repeated at the base of the metal bridge. Available in classic tones, as well as in the new colors pale yellow havana and beige.

About Persol:

Persol.com

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Luxottica Group S.p.A.

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