



VINTAGE CELEBRATION

New colour combinations make Persol acetates even more exclusive

Founded in Turin in 1917, Persol continues to combine its rich heritage with an unerring zest for innovation. And what better example of this than the Vintage Celebration collection, which explores the archives of the brand and breathes new life into sumptuous acetate frames? It's a feat made possible by the distinguished craftsmanship that makes Persol a shining light in the world of Italian accessories.

Vintage Celebration has revolutionised its range with four stunning acetate models, which combine classic Havana shades with brighter, more dynamic colours. Inspired by contrasts found in the natural world, the new acetate frames are reminiscent of stone veining, extreme panoramas and the power of the elements. Even the names of the new models set one's mind racing: **Land and Sea**, in Havana and Cobalt. **Fire and Slate**, in Coffee and Grey. **Ebony and Gold**, in Virginia Tobacco and Honey. And **Resin and Salt**, in Siena and Amber. Applied to timeless classics and contemporary versions of sunglasses and optical frames, the new combinations join an already extensive assortment of Honey, Virginia Tobacco, Coffee, Siena, Obsidian, Cobalt, Garnet and Amber. There are twelve colour options for these exclusive acetate frames – a tailor-made approach reserved for the most sophisticated, elegant clients.

The exclusive feel is further enhanced by the decision to use polar and photopolar lenses. Light and comfortable, thanks to a thickness of just 1.8mm, they guarantee excellent protection from harmful sun rays as well as crystal-clear vision. The lenses are made from glass, combining cutting-edge technology with stringent artisanal practices.

SUN



PO 649 – VINTAGE CELEBRATION

An undisputed icon, not just in the world of Persol, but in the entire sunglasses industry. Created in 1957, the frames have been worn a thousand times over by stars of the silver screen, including Marcello Mastroianni in “Divorce Italian Style”, becoming a real must-have in the process. Instantly recognisable for their acetate body, ultra-flexible temples – thanks to the exclusive Meflecto system – and unmistakable three-notch Victor Flex bridge. A true classic, the frames are given a bold makeover in the new Vintage Celebration acetate versions, which mix Havana tones with contrast-heavy, impact colour combinations. Available in: Land and Sea – in Havana and Cobalt, with Havana temples and grey polar lenses; Fire and Slate – in Coffee and Grey, with Coffee temples and blended grey polar lenses; Ebony and Gold – in Virginia Tobacco and Honey, with Virginia Tobacco temples and blended brown polar lenses; Resin and Salt – in Siena and Amber, with Siena temples and blended blue polar lenses.



PO 9649 – VINTAGE CELEBRATION

A streamlined – yet fiercely loyal – reinvention of the legendary Persol 649 model. The design faithfully reproduces the detailing of the original: from the Mini Supreme Arrow, which lends metallic brilliance to the frames, to the unmistakable three-notch Victor Flex bridge, used here in a stunning pared-down version. A perfect balance between style and comfort, the model is given new life thanks to four new Vintage Celebration acetates: Land and Sea – in Havana and Cobalt, with Havana temples and grey polar lenses; Fire and Slate – in Coffee and Grey, with Coffee temples and blended grey polar lenses; Ebony and Gold – in Virginia Tobacco and Honey, with Virginia Tobacco temples and blended brown polar lenses; Resin and Salt – in Siena and Amber, with Siena temples and blended blue polar lenses.



PO3113S – VINTAGE CELEBRATION

There's more than a hint of retro style to these squared, thin frames, which encapsulate Persol's trademark technical skill. A Victor Flex flexible bridge, temples fitted with Meflecto technology and the Supreme Arrow combine for an effortless wearing experience. The frames are available in the four new Vintage Celebration acetates, all of which are inspired by contrasts of the natural world: Land and Sea – in Havana and Cobalt, with Havana temples and grey lenses; Fire and Slate – in Coffee and Grey, with Coffee temples and grey lenses; Ebony and Gold – in Virginia Tobacco and Honey, with Virginia Tobacco temples and brown lenses; Resin and Salt – in Siena and Amber, with Siena temples and light blue lenses. Other available combinations: Havana with brown polar lenses or black with green polar lenses.



PO3114S – VINTAGE CELEBRATION

The rounded frames of the PO3114S model are the epitome of this contemporary interpretation of the brand's vintage style. The subtle profile of the frames gives pride of place to the cornerstones of the Persol brand: unrivalled features such as the Victor Flex flexible bridge, Meflecto system and Supreme Arrow. Available in the four new Vintage Celebration acetates, all of which are inspired by contrasts of the natural world: Land and Sea – in Havana and Cobalt, with Havana temples and grey lenses; Fire and Slate – in Coffee and Grey, with Coffee temples and grey lenses; Ebony and Gold – in Virginia Tobacco and Honey, with Virginia Tobacco temples and brown lenses. Resin and Salt – in Siena and Amber, with Siena temples and light blue lenses.

Other available combinations: Havana with brown polar lenses or black with green polar lenses.

OPTICAL FRAMES



PO 9649V – VINTAGE CELEBRATION

The design is that of the iconic Persol 649 optical frames. Simplified and slimmed-down, these frames are a fitting heir to one of the brand's iconic models. In addition to their unmistakable shape, the glasses are comfortable to wear thanks to the technical detailing that's become synonymous with the brand: from the Mini Supreme Arrow to the flexible Meflecto temples and three-notch Victor Flex bridge. A further injection of personality and charm is achieved through the four new Vintage Celebration acetates, which use classic Havana shades and impact colours to evoke the contrasts of the natural world: Land and Sea – in Havana and Cobalt with Havana temples; Fire and Slate – in Coffee and Grey, with Coffee temples; Ebony and Gold – in Virginia Tobacco and Honey, with Virginia Tobacco temples; Resin and Salt – in Siena and Amber, with Siena temples.



PO3115V – VINTAGE CELEBRATION

These optical frames are perfect for customers seeking classic, retro lines with a contemporary twist. The lightweight frames are broad and rounded, whilst some quintessentially Persol features ensure a comfortable wearing experience. The model is available in Havana and black, as well as in three of the new Vintage Celebration acetates, which use a vintage, opaque effect to evoke the contrasts of the natural world. Land and Sea – in Havana and Cobalt with Havana temples; Fire and Slate – in Coffee and Grey, with Coffee temples; Resin and Salt – in Siena and Amber, with Siena temples.



PO3116V – VINTAGE CELEBRATION

Subtle, squared frames are the distinguishing feature of these brand new glasses. The retro vibe is brought right up to date with signature Persol detailing, making them effortlessly comfortable to wear. Available in Havana and black, as well as in three Vintage Celebration acetates. Finished in vintage-style opaque colours, the combinations take their inspiration from the contrasts of the natural world: Land and Sea – in Havana and Cobalt with Havana temples; Fire and Slate – in Coffee and Grey, with Coffee temples; Ebony and Gold – in Virginia Tobacco and Honey.

NEW FILM NOIR EDITION MODELS

Created to celebrate the brand's age-old traditions – which stem from the 1950s – this collection draws on the dark appeal of the biggest cinematographic genre of the era: Film Noir. With Film Noir Edition, Persol embarked on an invigorating voyage of discovery through the archives of the 1950s, discovering that the Persol Arrow – one of the cornerstones of the brand – had a variety of guises, including the Phoenix Arrow.

With its characteristic five-line design, the arrow is a tribute to the mythical phoenix, a creature capable of bringing its own ashes back from the dead and a universal symbol of eternal life.

Reinterpreted here with a contemporary twist, the Phoenix Arrow has been exclusively reprieved for Film Noir frames. Its distinctive design gives the temples an original, unmistakable charm.

Film Noir Edition boasts a unique level of attention to detail, with the collection's name engraved on the internal part of the frames and end of the temples, for extra vintage appeal.



PO 3111S – FILM NOIR EDITION

The new women's model from the Film Noir collection takes its inspiration from the glamour of 1950s cinema. The elegantly designed profile allows the metal Phoenix Arrow to shine through, with its unmistakable five-line design.

Created in the 1950s and now rescued from the Persol archives, the stylish touch is a nod to the mythical phoenix, a symbol of eternal life. Available in blue with blended blue lenses, Havana with green lenses, black with green lenses or blended grey lenses and streaked brown with blended brown lenses.



PO 3112S – FILM NOIR EDITION

New Film Noir men's glasses inspired by the stars of 1950s cinema. The acetate frames are broad and squared, as if to conceal the wearer's gaze and add a layer of mystery to the proceedings. The vintage vibe is accentuated by the metal Phoenix Arrow – with its unmistakable five-line design – which has been brought from the Persol archives right into the 21st century. Available in blue with green lenses, Havana with green lenses or brown polar lenses, black with green lenses or green polar lenses and streaked brown with light blue lenses.



For further details on Persol:

Persol.com

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Luxottica Group S.p.A.

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