



AND PERSOL CREATED ICONS.

Legendary frames inspire a new style

Conceived in 1917, Persol, the all-Italian brand celebrated worldwide for their legendary line of eyewear styles reinvents the **Icons**, a collection of timeless classics that continue to maintain contemporary allure over time. Worn by movie stars, Persol icons combine distinctive design and maximum comfort thanks to unique technical characteristics developed through constant innovation of its artisan-like processes. Brown crystal lenses providing perfectly clear vision and are also available in polar for maximum sun protection; Victor Flex three-notch nose bridge; flexible temple featuring the Meflecto system; Supreme Arrow. As a tribute to these unparalleled icons of style, Persol presents revisited versions of two of them – the 714 folding model and the Cellor - in its 2014 collection.

MEN'S SUNGLASSES



PO 714

The folding edition of the famous 649, which Steve McQueen wore in the film *The Thomas Crown Affair*, was created in 1963. The first of its kind that could be folded in four to fit into the breast pocket of a suit jacket, the frames quickly grew to become a highly coveted menswear accessory. Constructed of artisan crafted acetate, the iconic sun model features the brand's signature Meflecto system and the Supreme Arrow on the temples. With the use of cutting-edge technologies, these provide outstanding characteristics that meet all needs for perfectly clear vision as well as 100% protection from harmful sunrays. The model is offered in Vintage Celebration colors with polarized lenses: available in two calibers from Persol's archives including Coffee with green polarized lenses and Virginia Tobacco with brown polarized lenses.



PO 9714S

A modern evolution of the famous 714 model, the distinctive folding style is reinterpreted in a lighter, thinner version.. The frame, made of artisan crafted acetate, features the brand's signature Meflecto system and the Mini Supreme Arrow on the temples. Made according to cutting edge technologies, the polarized lenses provide outstanding characteristics that meet all needs for perfectly clear vision as well as a high level of protection. The model is offered in two calibers of vintage colors taken directly from Persol's archives available with crystal or polarized lenses Coffee with green polarized lenses; Havana with brown lenses; Sienna with green lenses; Virginia Tobacco with brown polarized lenses and Black with green or polarized green lenses.



PO 3105S “CELLOR”

Created in 1955, two years before the famous 649, The Cellor owes its name to the materials used to make it: celluloid and gold tinted metal. Celebrated for its versatile and lightweight and authentic style, the legendary model is being rediscovered and given prominence in its original design and features distinctive Persol technical details: Meflecto system and Mini Supreme Arrow on the temples, and classic crystal lenses for perfectly clear vision. The glasses’ Fifties allure is set off in the new combinations that mix exclusive acetates in vintage colors and laser engraved metals, confirming the brand’s strong artisan tradition. Available in vintage combinations including Coffee with gold colored bridge and green polarized lenses; Havana with gold colored bridge and brown lenses; Sienna with gunmetal bridge and green lenses; Virginia Tobacco with silver colored bridge and brown polarized lenses; Black with silver colored bridge and green lenses or green polarized lenses.

MEN’S OPTICAL GLASSES



PO 9714VM

For the first time, Persol introduces the first collection of men’s optical glasses with an exclusive folding system. The iconic 714 style, launched in the 1960s, has been redesigned with a lighter and thinner profile thanks to the brand’s superior technology. The elegant, lightweight frame, made of artisan crafted acetate, features the Meflecto system on the temples, joined to the front by Mini Supreme Arrows. The glasses are available in a vintage color palette taken from Persol’s archives including Coffee, Havana, Black, Sienna and Virginia Tobacco.



PO 3105VM “CELLOR”

The optical adaptation of the Cellor model is now offered in the original 1950s design.

The heritage charm of the frame is accentuated by the acetate-metal combination and by an accurate artisan manufacturing process that matches exclusive acetates in vintage colors and laser engraved metal parts. The Meflecto system and the Mini Supreme Arrow on the temples are the distinctive Persol technical details that help to make this model a real icon of style.

The glasses are available in a number of color options including Coffee with gold colored bridge; Havana with gold colored bridge; Sienna with gunmetal bridge; Virginia Tobacco with silver colored bridge and Black with silver colored bridge.



For further details on Persol:

Persol.com

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Luxottica Group S.p.A.

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