



## *PERSOL COLLECTION 2017*

*EVOLUTION, REINTERPRETATION AND NEW OBJECTS OF DESIRE.  
DISCOVER THE INNOVATIVE DESIGNS*

Persol has been synonymous with Made in Italy since 1917. The brand's sophisticated materials and artisan manufacturing processes have been key to its success over the last 100 years. Now Persol enriches its collections with new interpretations and original models.

The new additions range from the evolution of the Calligrapher Edition to the stylish redesign of Persol's '40s models and the continued creation of models with a double bridge, which blend retro charm with a contemporary interpretation of '70s style.

### SUNGLASSES

#### **PO3172S**



These round sunglasses, which are characterized by a slim metal double bridge, are a further evolution of the Calligrapher Edition, a collection that pays homage to the art of calligraphy and its elegant, slight gestures. The frame's contemporary design takes inspiration from vintage styles with a modern combination of acetate and metal. The temples, which feature acetate tips, are finished with small engravings reminiscent of writing exercises and are signed inside with the collection's logo. The model comes with a dedicated case and is available in the following combinations: grey striped Havana with semi-opaque black metal temples and grey gradient lenses; blue striped Havana with bronze temples and brown gradient lenses; Havana with gold temples and brown polar lenses; black with gunmetal temples and green polar lenses; striped brown with gold temples and blue lenses.

#### **PO3173S**



These rectangular sunglasses are an evolution of the Calligrapher Edition models. The new frame concept combines metal and acetate to create a light frame front, reminiscent of the slight gesture of a calligrapher. The metal bridge and temples are decorated with engravings that recall lines traced with a nib and drawing pen. The model comes with a dedicated case and features the collection's logo inside the temples. Available in: grey striped Havana with semi-opaque black metal temples and grey gradient lenses; blue striped Havana with bronze temples and brown gradient lenses; Havana with gold temples and brown polar lenses; black with gunmetal temples and green polar lenses; striped brown with gold temples and blue lenses.



**PO3170S**

These panto-shaped acetate sunglasses continue the exploration of the double bridge style, which adds a '70s-inspired contemporary touch to the retro design. The frame is enhanced by original acetates from the Persol archives and by the option to choose Polar glass lenses, ideal for perfect vision and maximum sun protection. It is available in the following combinations: black, with green polar or smoked grey gradient lenses; Havana, with brown or green polar lenses; Coffee, with silver mirrored green lenses; Sienna, with blue gradient lenses.



**PO3171S**

These panto sunglasses expand the collection launched in 2016, taking inspiration from Persol's '40s archives. They boast a refined, stylish look, distinguished by slender profiles, the characteristic key bridge and the new shaped temples. The model's vintage allure is emphasized by variants in exclusive acetates from Persol's archives: Madreterra, with silver mirrored green lenses; Havana, with brown Polar lenses; Black, with green crystal Polar lenses; Sienna, with blue gradient lenses.

**GLASSES**



**PO3180V**

These round acetate glasses are part of the Calligrapher evolution family, a collection that pays homage to the art of calligraphy and its elegant, slight gestures. The sophisticated design translates vintage inspiration into contemporary forms. A modern luminosity is added by the new metal temples, finished with engravings inspired by writing exercises and signed inside with the collection's logo. The model comes with a dedicated case and is available in the following versions: Havana and gold; black and gunmetal; brown-light tortoiseshell and bronze; blue-brown Havana and bronze.



**PO3175V**

These boxy acetate glasses are characterized by a double bridge. Another example of the brand's stylistic research, which blends technical innovation with vintage elements and a touch of '70s inspiration. The stylish variants feature historical acetates from the Persol archives: black; Havana; Sienna; Fire and Slate; Earth and Ocean.



**PO3178V**

These rectangular acetate glasses have a slender profile, characteristic key bridge and shaped temples. All distinctive features that link this model's inspiration to the '40s Persol archives. The model's refined, timeless elegance is highlighted by variants in the brand's historical acetates: Havana; black; Sienna; striped brown and grey; brown and light tortoise shell.



**For further details on Persol:**

[Persol.com](http://Persol.com)

[Facebook.com/Persol](https://www.facebook.com/Persol)

[Twitter.com/PersolEyewear](https://twitter.com/PersolEyewear)

**Luxottica Group S.p.A.**

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