



## *PERSOL FALL/WINTER 2016 CONTEMPORARY INSPIRATION FOR TIMELESS CHARM.*

Persol is a brand of iconic glasses. Its style, perfectly balanced between past and present, continues to evolve while staying true to itself and to those who identify with cult design and outstanding materials and workmanship. A loyal, wide audience that extends beyond time and trends, bringing together great film stars, lovers of classical tradition, modern gentlemen and sophisticated pragmatists. Different ways to experience style, which find the perfect solution in the 2016 collection and its new additions. Such as the exclusive “Madreterra” acetate, taken from the Persol archives, the new ‘40s shapes and the technological evolution of the Victoria Arrow, one of the details that symbolizes the brand.

### **PERSOL VINTAGE CELEBRATION**

Created in 1957, Persol 649 is the sunglasses model that identifies the brand more than any other. Designed as sunglasses for Turin tram-drivers, it rapidly became a piece of Italian design history. Loved by film stars, including Marcello Mastroianni, it is, like a true icon, a perpetually successful star, in all its versions.

#### SUNGLASSES



##### **PO649**

Rediscovered in the Persol archives, Madreterra is the new exclusive acetate that enriches the Havana palette of the iconic 649 model, the sunglasses that have been a must-have style accessory and symbol of the brand since 1957. An expression of the brand’s craftsmanship, Madreterra acetate is paired with three shades of lenses: gradient light brown, polar blue and green. The flexible temples, with their exclusive Mefflecto system, and Victor Flex bridge with three incisions ensure a comfortable fit.



##### **PO 9649S**

This version of the iconic 649 model features slim profiles and technical details, such as the Mini Freccia Suprema and the Victor Flex bridge with three incisions, in a light version. A comfortable lightweight frame that is now available in the new Madreterra acetate, rediscovered in the Persol archives. The unique pattern enriches the Havana range and is offered in combination with gradient brown, blue and green lenses.

## EYEGLASSES



### PO 9649V

Eyeglasses in the new Madreterra acetate, the exclusive pattern rediscovered in the Persol archives that expands the rich Havana palette. This version has a lighter design and weight than the iconic 649, ensuring a perfect fit thanks to unique technical details: Mini Freccia Suprema, flexible temples with the Meflecto system, and the Victor Flex bridge with three incisions.

## GALLERY 900

A glasses collection inspired by the elegance of the original Persol '40s design, characterized by rounded shapes and smaller sizes. Dedicated to those who are loyal to tradition with a sincere passion for accessories that have left their mark on history.

## SUNGLASSES



### PO 3148S

These square acetate sunglasses restyle the '40s design from the Persol archives into a new concept: a slim profile, reduced proportions and a new design for the temples with the Meflecto system. The model is still impeccably comfortable and the color palette has been enriched with new acetates. It is available in the following versions: black with green or polar green lenses, Havana with green or polar brown lenses, brown striped yellow with blue lenses, and brown striped gray with green lenses.



### PO 3152S

Round acetate sunglasses. The '40s style, an original from the Persol archives, is now reinterpreted with slimmer profiles, reduced proportions and a new design for the temples, which, thanks to the Meflecto system, ensure a perfect fit. Available in black with green or polar green lenses, Havana with green or polar brown lenses, brown striped yellow with blue lenses and brown striped gray with green lenses.

## EYEGLASSES



### PO 3141V

These boxy acetate eyeglasses have a vintage charm. The inspiration comes from original '40s designs from the Persol archives reinterpreted in a contemporary style. Reduced proportions, slimmer profiles and Meflecto system temples with a new design. The very light, comfortable frame is available in: Havana, black, striped brown, striped yellow and striped blue.



**PO 3142V**

Boxy acetate eyeglasses. The '40s design from the Persol archives has been restyled by slimming the profile and Meflecto system temples. A light, comfortable model, available in the following variants: Havana, black, striped brown, striped yellow and striped blue.

## THE COLLECTION ALSO INCLUDES:

### SUNGLASSES



**PO 3151S**

Acetate panto sunglasses. Persol style is modernized by technical innovations that give the model greater comfort and improve the aesthetics of the frame. The new screwless and weld-free Victoria Arrow, included in a sunglasses model for the first time, is extremely durable and works in union with the temples' Meflecto system. The new crystal lenses makes it even more lightweight: they have been reduced in thickness and weight, maintaining the same standards of resistance and UV protection. Available in the following versions: striped brown with light brown gradient lenses, gradient gray with blue lenses, Havana with polar brown and brown lenses, black with polar green and green lenses.

### EYEGLASSES



**PO 3153V**

Round acetate sunglasses. The unmistakable Persol design is characterized by the new screwless and weld-free Victoria Arrow. A technical detail that not only improves the aesthetics of the frame, but also increases its durability – as demonstrated by strict tests – and acts in union with the Meflecto system temples for a perfect fit and comfort. Available in the following versions: Havana; black; gradient gray and gradient brown.



**For further details on Persol:**

Persol.com

Facebook.com/Persol

Twitter.com/PersolEyewear

Instagram: @persol

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

Luxottica is a leader in the design, manufacture and distribution of fashion, luxury and sports eyewear. Its portfolio includes proprietary brands such as Ray-Ban, Oakley, Vogue Eyewear, Persol, Oliver Peoples and Alain Mikli, as well as licensed brands including Giorgio Armani, Burberry, Bvlgari, Chanel, Coach, Dolce&Gabbana, Michael Kors, Prada, Ralph Lauren, Tiffany & Co. and Versace. The Group's global wholesale distribution network covers 150 countries and is complemented by an extensive retail network of over 7,000 stores, with LensCrafters and Pearle Vision in North America, OPSM and LensCrafters in Asia-Pacific, GMO in Latin America and Sunglass Hut worldwide. In 2015, Luxottica posted net sales of approximately Euro 9 billion and approximately 79,000 employees. Additional information on the Group is available at [www.luxottica.com](http://www.luxottica.com).

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