

Persol®

PERSOL STYLE AS A LIFE PHILOSOPHY.

When he founded the Persol brand in Turin in 1917, Giuseppe Ratti aimed to create glasses that protect from the sun, while perfectly combining design and functionality. This approach enabled Persol to become a brand globally renowned for its timeless style.

International actors and directors have been wearing Persol since the early '60s, the golden age of Cinecittà and the Dolce Vita. This link with cinema has consecrated Persol's glasses as icons of Italian style; a philosophy based on authenticity, beauty and the pleasure of living everyday life with style.

The new collection is a result of this heritage and philosophy, featuring sunglasses and glasses that protect against the sun's rays and offer a perfect vision. Persol frames are lovingly handcrafted with selected materials. The unsurpassed patents that characterize them also make them comfortable, balanced and close-fitting, but not constrictive.



PO3237S

A reinterpretation of a Persol model from the '40s, these oval sunglasses immediately evoke the timeless charm of the great movie stars. The bold profile is characterized by a key bridge – one of the brand's hallmarks – now renewed with a new design. Thanks to its flexible temples, this model offers a perfect fit. It is carefully finished with artisan attention to detail and comes in a range of exclusive vintage and classic acetates paired with premium crystal lenses, which are also available in a polarized version.



PO3230S

These oval and unisex sunglasses are inspired by the irresistible glamor of the Dolce Vita and the Italian cinema stars of those years. The bold profile has large temples with a perfect fit thanks to the Meflecto system and to the Arrow. The model is available in bright tortoiseshell acetates and in new opaline shades, combined with premium crystal lenses – including a special purple shade – and grey and green polarized versions.



PO3231S

These boxy, unisex glasses offer a contemporary interpretation of the charm and style of the celebrities in the '60s, immortalized in films such as Fellini's "Dolce Vita". This model with its strong personality is characterized by large and close-fitting temples thanks to the Meflecto system and to the metal flex hinge, the brand's exclusive patents. The glasses come in an assortment of bright vintage-inspired acetates, which range from Caffè to interesting translucent and opaline colors. The premium crystal lenses range from classic and gradient colors to a polarized classic dark brown, and ensure exceptionally high-quality vision.



PO2466S

Panto-style metal glasses with a minimal profile and rounded corners. The retro inspiration is modernized by a sophisticated mix of elements, from rims highlighted by an acetate profile to a double bridge finished with an enamel detail. The slim, flat temples offer a comfortable fit thanks to the flexible hinge and to the Meflecto system. A sophisticated, elegant model available in a range of classic havana acetates combined with premium crystal lenses with light and gradient colors, as well as in a polarized green version.



PO3237V

The oval shape and bold profiles of these acetate glasses are inspired by the iconic images of the Dolce Vita and by the irresistible charm of stars and directors who created the legend of Italian cinema. An icon distinguished by the keyhole bridge with a sculpted design and by the temples featuring Meflecto and a flex hinge to ensure maximum comfort and a perfect fit. The model is available in the bright havana vintage celebration acetates from the brand's archive.



PO3239V

These round acetate glasses feature a slim design and all the charm of the brand's classic models, with iconic details such as the keyhole and vintage nose pads. The model also offers maximum comfort thanks to the temples with the Meflecto system and the flex hinge, Persol's unsurpassed patents. The frame is available in a sophisticated range of opaline acetates and in the new honey-tortoiseshell shade.



PO3240V

Boxy acetate glasses. The slim and elegant frame reinterprets the most fascinating designs from the Persol archives with a modern twist. In addition to the nose pads and the keyhole bridge with its unmistakable design, the glasses boast the brand's most famous patents, created to offer a very comfortable fit: the flex hinge and the Mefflecto system integrated in the temples. Retro style is combined with versions of the model in new and sophisticated opaline acetates and in a bright shade of blue.



PO2469V

These boxy metal glasses become a sophisticated accessory thanks to soft lines and a slim line. Crafted with artisan skill, the model features opaline or classic acetate profiled rims combined with a range of metal shades and enamel details on the bridge. The slim and flat temples are finished with the stylized Mefflecto and an integrated flex hinge, iconic Persol details that guarantee a comfortable fit.

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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, Bulgari, Chanel, Coach, Dolce&Gabbana, Ferrari, Michael Kors, Prada, Ralph Lauren, Tiffany & Co., Valentino and Versace. The Group's global wholesale distribution network covers more than 150 countries and is complemented by an extensive retail network of approximately 9,100 stores, with LensCrafters and Pearle Vision in North America, OPSM, LensCrafters and Spectacle Hut in Asia-Pacific, GMO and Óticas Carol in Latin America, Salmoiraghi & Viganò in Italy and Sunglass Hut worldwide. In 2018, with approximately 82,000 employees, Luxottica posted net sales of about Euro 9 billion. Additional information on the Group is available at www.luxottica.com