



Icons. Framed since 1917.

Persol unveils its Icons. Framed since 1917. campaign – a visual journey which invites viewers to explore a multitude of film genres that have inspired the made-in-Italy eyewear brand since its inception. Synonymous with the pioneering spirit of silver-screen stars, for over a century Persol has engineered its iconic designs to frame innovation with timeless allure.

The campaign narrative is centred around an actor-director, interpreted by Lucas Bravo, who is working from a backlot. In search of inspiration, he is determined to write the best possible script. Throughout this creative process, each scene the actor-director envisions is brought to life via a series of campaign visuals representing different genres of film. Actors Lucas Bravo and Sophie Cookson showcase the Persol Fall/Winter 2022 collection as their characters' love story unfolds against the Roman backdrop.

Bravo, who rose to international notoriety following his debut on Netflix original series *Emily in Paris*, is seen wearing square styles with oversized temples. These '60s-inspired PO3297V frames are amongst the latest additions to the Persol product offering and represent the brand's cinematic roots. "I am thrilled to be joining forces with Persol, an eyewear brand which has managed to hold onto its illustrious status for over a century. We share our appreciation for timeless design, craftsmanship and cinema, which made working together feel even more organic," Lucas Bravo says of his ambassadorship.

Cookson, whose acting résumé includes Netflix original series *Gypsy*, motion picture *Kingsman: The Secret Service* and its sequel *The Golden Circle*, stuns in campaign visuals wearing a pair of carefully crafted Persol PO1003S frames. These pilot-style glasses, inspired by musician biopics, combine sleek design with characteristic metal finishes. Persol signature arrows are discreetly placed on the temples. "Persol is known for its timeless styles and iconic wearers from the world of cinema such as Steve McQueen. I am pleased to build on this heritage which spans over a hundred years, by joining the brand as its latest ambassador," Sophie Cookson elaborates.

The Icons. Framed since 1917. campaign underscores the unbreakable bond between Persol and the world of film. Images boast an array of cinematic references including *Pellicola* (the Italian word for film), *Thriller*, *Rom-Com*, *Musician Biopic*, *Racing* and *Spy-fi*. Each design from the Fall/Winter 2022 collection is inspired by a specific film genre, allowing the Persol community to fully immerse themselves.



“Persol and the world of film have gone hand in hand since our 1917 inception. For this campaign, we felt it was necessary to remind our community of Persol’s cinematic roots. Analogue film is amongst the most authentic expressions of craftsmanship, as is our handmade approach to manufacturing eyewear. Lucas Bravo and Sophie Cookson are contemporary film icons who inspire their audiences both on- and off-screen. It is with great excitement that we narrate the Persol story through these protagonists,” Persol Global Brand Director Riccardo Pozzoli concludes.

The Persol Fall/Winter 2022 collection is available at Persol boutiques, selected retail partners and online at [Persol.com](https://www.persol.com).

Lucas Bravo wears:

PO3297V



Frames inspired by ‘60s cinema, featuring a bold retro aesthetic. The statement acetate square style makes its debut within the Persol optical offering. Equipped with 17 mm temples and premium glass Barberini lenses, these frames leave their mark both on-camera and behind the scenes.

PO3307S



Bold temples and the iconic Persol arrows define these frames inspired by ‘60s cinema. The 24 mm temple execution accompanied by Persol’s patented Meflecto technology for flexibility, make for a timeless masterpiece.

PO3302S



Persol reinforces its affinity with racing culture intertwined with cinema, through a ‘70s-inspired unisex pilot style. This sporty shape is slightly oversized and available in rich two-tone colour palettes. The Barberini lenses are available in three polarized options – black, brown or grey gradient – giving birth to an instant classic.

PO1004S



Inspired by boundary-pushing musician biopics, these oversized and slightly square pilot-shape frames bring together the best of music and film. Metal temples feature integrated flex hinges for a comfortable fit. Differently coloured temple tips make for the ultimate finale.

PO3296V



Persol introduces a soft square shape as part of its optical range. Signature Persol arrows accompany comfortable flex hinges and Meflecto on thin temples. This newly introduced style draws inspiration from iconic rom-com characters and features a distinctive keyhole bridge. The happy ending comes in the form of premium Barberini lenses which bring the finishing touch to these frames.

PO1002S



Discretion and contemporary charm collide in this action-packed style, inspired by spy-fi blockbusters. Acetate temples with flex hinges offer an improved fit, whilst the engraved diamond pattern on the bridge makes for a discreet luxury feature.

Sophie Cookson wears:

PO3302S



Persol reinforces its affinity with the culture of racing intertwined with cinema, through a '70s-inspired unisex pilot style. This sporty shape is slightly oversized and available in rich two-tone colour palettes. The Barberini lenses are available in three polarized options – black, brown or grey gradient – giving birth to an instant classic.

PO3303V



Persol introduces a soft rectangular shape as part of its optical range. Signature Persol arrows

accompany comfortable flex hinges and Meflecto on thin temples. This newly introduced style draws inspiration from iconic rom-com characters and features a distinctive keyhole bridge. The happy ending comes in the form of premium Barberini lenses which bring the finishing touch to these frames.



PO3301V

This acetate easy-to-wear style stands out for its thick frame and bold details. Inspired by some of the thriller film genre's most infamous villains, these glasses come with medium-size temples and make for a scene-stealing look.



PO1003S

Inspired by boundary-pushing musician biopics, these oversized pilot-shape frames bring together the best of music and film. Metal temples feature integrated flex hinges for a comfortable fit. Differently coloured temple tips make for the ultimate finale.



PO1002S

Discretion and contemporary charm collide in this action-packed style, inspired by spy-fi blockbusters. Acetate temples with flex hinges offer an improved fit, whilst the engraved diamond pattern on the bridge makes for a discreet luxury feature.

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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 9,200 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. Additional information on the Group is available at www.luxottica.com