



PERSOL FW 2020-21

THE ALLURE OF CINEMA, THE PERFECTION OF DETAILS.

Persol's unmistakable style has always been a cinematic icon.

Glasses produced by the brand, founded in Turin in 1917 to deliver quality and excellence, have appeared since the '60s, in films that have left their mark on the history of cinema. Often worn by stars such as Marcello Mastroianni and Jude Law.

Such is the case for the PO3260S aviator model, which features a bold design presented in new exclusive acetates taken from the brand's extraordinary archive. Persol has also brought back the PO3250S frame, a model that was very popular in the '80s thanks to its feminine, sensual design, represented at the time by the beautiful Ornella Muti.

Persol has always been guided by aesthetic and technological innovation, remaining true to its identity while becoming an emblem of Italian style around the world. The brand's sensitivity to the latest trends, combined with its characteristic elegance, results in new classics every season. Such as its rectangular models with a slim design, made with an elegant mix of metal and acetate shades, which enhance the collection with trendy geometric shapes.

For an unmistakable style that never compromises on quality, the new Persol optical frames feature streaked acetates with a neutral, sophisticated colour palette.



PO3260S

The new Persol icon has all the charisma of a movie star. It was worn on screen by Mastroianni in 1960 in the "La Dolce Vita" and in 1999 by Jude Law in "The Talented Mr. Ripley."

It is an aviator model with a bold, elegant design, signed by the classic metal arrow and Meflecto system on the temple, ensuring a perfect fit. It is now reinterpreted in sophisticated combinations of acetates and crystal lenses in the following combinations: brown tortoiseshell and opal blue with brown lenses; brown tortoiseshell and transparent gray with gray lenses; havana with green or brown polarized lenses; Sienna with sky blue or beige gradient polarized lenses; black with green lenses.



PO3261S

Rectangular acetate sunglasses. The large frame front has a bold, vintage-inspired structure that includes a prominent bridge and top bar. Additionally, the Persol metal arrow is an iconic detail which, together with the Meflecto temples, provides a perfect fit. It is presented in original acetates from the brand's archives, combined with mineral lenses in various shades. It comes in the following versions: brown tortoiseshell and blue with brown lenses; brown tortoiseshell and transparent gray with smoky gray lenses; havana with green or brown polarised lenses; Sienna with sky blue or beige gradient polarised lenses; black with green lenses.



PO3262S

Characterized by a distinctly rectangular design and a bold frame, these acetate sunglasses embody Persol style with the glamor of movie stars. The classic key bridge creates a straight, prominent top bar, enhanced by the insertion of a metal decoration that connects to the temples with an iconic flexible steel hinge. The original colour variants include frame front/temple combinations in different acetates. The model comes in the following versions: yellow and brown with brown lenses; smoke and gray with blue lenses; dark havana and blue with dark gray lenses.

The model is also available in havana or black with green lenses.



PO2475S

Boxy sunglasses, made with original combinations of metallic tones, acetates and mineral lenses. The glasses' eclectic design reinterprets vintage geometric profiles with Persol's traditional craftsmanship. The slim design features the new inverted V-bridge and flexible temples thanks to the brand's famous patents. The model comes in a wide range of variants: streaked honey and bronze with brown lenses; streaked gray-blue and gunmetal with sky blue lenses; streaked green-burgundy with purple lenses; streaked brown and gold with grey lenses; havana and gunmetal with green or brown polarised lenses; black and gold with green lenses.



PO3250S

An unmistakable, feminine style: Persol reinterprets an iconic model from the '80s, represented by the beautiful Ornella Muti at the height of her success. Faithful to the original design, the glasses have a metal arrow and temples with the Meflecto system, unmistakable emblems of the brand. Updated with a new range of exclusive acetates combined with mineral lenses in various shades, the model is available in the following combinations: two versions of brown tortoiseshell with green or brown gradient lenses; Coffee with brown lenses; Sienna with sky blue gradient lenses; black with grey gradient lenses and havana with green lenses.



PO3257S

Acetate sunglasses. This large, boxy model has a flat front with a curved bridge and rounded corners. A unisex model with the glamour of the great Persol classics, confirmed by iconic details such as the metal arrow and Meflecto system, which stands out on the bold temples. It is presented in the brand's original acetates, paired with mineral lenses in the following variants: grey havana with smoky grey or green polarised lenses; havana with green or brown polarised lenses; Siena with sky blue lenses; black with green lenses; streaked blue with grey gradient lenses.



PO3258V

With a design inspired by the brand's archives, the boxy optical frame with an iconic key bridge and flexible hinge has a structure that builds on Persol's technological expertise to ensure a perfect fit. The model comes in these variants: havana, black and three sophisticated acetates, streaked and shaded with various combinations of black, brown, and grey.



PO3259V

Panto-style acetate optical glasses. The slim and elegant design is inspired by the brand's great classics, along with the technical details – such as the key bridge and flexible hinge. Available in classic black and havana variants, the model also comes in three sophisticated streaked acetates that mix shades of brown, gray and black.



PO2473V

Metal and acetate optical glasses. The design is slim and distinctly boxy, in line with the trend of vintage shapes reinterpreted with an eclectic, modern style. The model features the new inverted V-bridge and is equipped with a flexible zip for a perfect fit, following the traditionally high technological standards of every Persol product. The frame is available in the following exclusive acetate combinations: gunmetal and tortoiseshell; gunmetal and streaked blue-grey; bronze and streaked honey; streaked green-burgundy and brown; gold and black.

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