



NEW PERSOL COLLECTION.

A COOL STYLE, REINVENTED ICONS AND NEW VINTAGE COLORS.

Persol's iconic status is confirmed by actors and celebrities who are constantly photographed wearing the Italian brand's glasses. To this day, Persol remains one of the most sought-after brands in the world, not only among those who love its more classic models like the famous 649, which is one of the 180 absolute icons of Italian design on show at the Milan Triennale.

Aided by the new image launched by the international advertising campaign, the brand's vast audience of admirers is now joined by millennials, who appreciate the brand for its unique blend of timeless elegance and contemporary style.

The sophisticated, colorful new collection is dedicated to those who want to enhance their individuality and fearlessly express it through every form of communication, including their look. A varied audience, united by their passion for high-quality materials and artisan attention to every detail, distinctly marks the Persol brand since its foundation in Turin in 1917.

An '80s icon plays a starring role in the new collection: three-lens glasses with an unmistakable design taken directly from the Persol archives. The flex hinge on metal temples, the result of research that lasted two years, is also making its debut. The color theme is developed by lenses in light pastel colors, which are also taken from the archives and reinvented through new treatments that lend a vintage allure and acetates that include original two-tone and streaked Havana shades.



PO3217S

These three-lens acetate sunglasses, which feature a slim profile embellished with a relief on the brow bar, are an '80s icon. Taken directly from the Persol archives, the design is distinguished by the added central lens to ensure front protection from sunlight. The flexible hinge on the temple also makes these glasses comfortable and easy to wear.

In addition to classic shades, the color palette includes new two-tone acetates created for this collection, consisting of tortoiseshell on the upper part and a solid color on the lower part, combined with lenses in light colors that accentuate the model's vintage style. Available in the following combinations: caramel tortoiseshell and light brown with brown lenses; light tortoiseshell and black with green lenses; coffee with purple lenses; beige tortoiseshell and black with gray lenses; Havana with brown lenses; black with green lenses; and sienna with blue lenses.



PO2454S

Boxy metal sunglasses with a slim profile and a shaped double bridge. The temples are characterized by a small flex hinge – the first time Persol has used this design on a metal structure. The result of two years of research, the new hinge enables the creation of slim, light, very comfortable temples. The temple tips add a touch of color: they come in various acetates in classic colors, such as black, Havana, and the new tortoiseshell combinations. The model is available in the following versions: gold and Havana with brown gradient lenses; gold with brown lenses; semi-gloss black with green lenses; silver and black with gray gradient polar lenses; silver with blue lenses.



PO2456S

These round sunglasses with a metal structure and innovative acetate rims boast great comfort and lightness thanks to the new slim metal temples with a flexible hinge. Introduced by Persol for the first time on metal structures, the new minimal-sized hinge is the result of two years of research and is waiting to become one of the many brilliant patents that have defined the brand's history. The model has a double bridge shape and acetate rims covered in various acetate shades, such as black, Havana and the new tortoiseshell combinations, which are also used for the temple tips. Available in the following versions: gold with green lenses and tortoiseshell tips; black with purple lenses and gray tortoiseshell tips; copper with gray lenses and brown and green tortoiseshell tips; brown with blue gradient lenses and light tortoiseshell tips; gunmetal with green lenses and Havana tips; silver with gray gradient lenses and black tips.



PO2457S

Boxy metal sunglasses with a slim profile and a shaped double bridge. The temples are characterized by a small flex hinge – the first time Persol has used this design on a metal structure. The result of two years of research, the new hinge enables the creation of slim, light, very comfortable temples. The temple tips add a touch of color: they come in various acetates in classic colors, such as black, Havana, and the new tortoiseshell combinations. The model is available in the following versions: gold and Havana with brown gradient lenses; gold with brown lenses; semi-gloss black with green lenses; silver and black with gray gradient polar lenses; silver with blue lenses.



PO2452V

A new oval shape for Persol which showcases metal eyeglasses with rims covered in acetate. Persol continues to innovate and introduces the new slim metal temple equipped with a flex hinge that makes the model very comfortable and light to wear. The acetate used for the front of the frame comes in classic colors such as black and Havana and in the new tortoiseshell combinations – are also present on the temple tips. The frame is available in the following combinations: gunmetal with Havana details; silver with gray tortoiseshell details; gold with light tortoiseshell details; black with black details; copper with green mottled tortoiseshell details.



PO2453V

Aviator eyeglasses with a double bridge, made of metal and enhanced with colorful acetate tips. The tapered, elegant design is enhanced by new slim temples with flexible hinges.

The frame's metals and acetate tips come in the following combinations: silver with black tips; gold and Havana with tortoiseshell tips; silver and black with gray tortoiseshell tips; black with tortoiseshell tips; gold with green mottled tortoiseshell tips.

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