



STONE ISLAND X PERSOL

PRESENT PILOT FRAME PO2470S

THE REINTERPRETATION OF AN ARCHIVE MODEL OF SUNGLASSES FROM THE '70s TO GIVE BIRTH TO THE PO2470S PILOT FRAME, A NEW, EXCLUSIVE STYLE THAT COMBINES THE SPIRIT AND THE EXCELLENCE OF THE TWO ITALIAN BRANDS. A SINGLE STYLE AND COLORWAY.

AVAILABLE STARTING 29 SEPTEMBER AT STONE ISLAND AND PERSOL STORES AND WEBSITES, AND AT SELECTED STOCKISTS.

It is a tantalizing convergence of the two brands, each being steeped in a rich heritage of Italian design and known for their devotion to craftsmanship and technology. Separately they have defined excellence in their own fields. Together, they have created a new milestone in luxury eyewear. A mix of a shared vision.

"I've always had great respect for Persol on account of its long history, its consistency and the ability it has shown in maintaining a connection with its origins. The experience of working together was one characterised by enthusiasm and the ease that comes when you share the same values. We put the product at the heart of everything, drawing on human ability and technological capability, together with meticulous attention for detail and functionality.

The result represents the perfect combination of Persol and Stone Island – two companies that are different yet share a strong sense of common feeling." Carlo Rivetti – Creative Director and President, Stone Island

"Persol encapsulates our high-end eyewear culture: quality, tradition, Italian spirit and craftsmanship, as well as innovation and the ability to experiment with elegance and style. We're proud of this collaboration with Stone Island because it draws on these values and allows us to further promote Italian excellence around the world." Francesco Milleri – Vice Presidente and CEO, Luxottica.

First the frames, from the Persol archives. Unseen since the 70s but resumed for this collaboration. Exclusive style that combines the spirit and the excellence of the two Italian brands. The same machine used to make the originals is discovered in Persol's vaults, and re-commissioned. Inspired by the world of aviation, the feeling is industrial elegance.

A bold pilot profile is characterized by a metal bridge with visible screws, crafted with an exclusive attention to all details to ensure maximum protection, always in style. The metal bridge is hand brushed for an exquisite opal effect, in contrast with the frame. The gunmetal frame has temples enriched by the famous stylized Arrow and Meflecto technology and features yellow temple tips with the print of the iconic Stone Island logo. The frame is sanded by hand, making sure to give a luminous effect to the Arrow. The model has light blue polarized lenses, with both Persol and Stone Island engraved logos, one for each lens.

A single style and colorway.

The sunglasses come with a multi-functional box that includes the sunglasses and their dedicated case, a branded lanyard and a special cleaning kit, embodying both brands' attitude to the function.



The exclusive new sunglasses perfectly amalgamate the experimental vision of Stone Island with the authentic spirit and precision of Persol. A joint celebration of Italian style.

The first pair of Persol glasses was made in 1917 in Turin. The state-of-the-art frames were designed to provide the comfort, safety and precise vision required by aviators. Named the Protector, they had round, smoked lenses, and were worn by the Italian Airforce. The iconic PO 649 model was created in 1957 for the drivers of Turin's trams, and has now become an emblem of Persol style.

Stone Island, established in 1982 in Ravarino, near Modena, is led by Carlo Rivetti who shares with Persol its Turinese origins- being Persol part of Mr Rivetti's heritage. Known for extreme research in fibers and textiles applied to innovative design, it has redefined our understanding of sportswear. Stone Island is a cult phenomenon, a sportswear obsession for the next generation.

The perfect merge: from the origins to the workwear mission and the combination of high-end Italian craftsmanship with cutting-edge technology.

About Persol:

<https://www.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, 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