



***NEW PERSOL TAILORING EDITION.
ELEGANT AND ECLECTIC
FOR STYLISH PEOPLE WHO WANT TO STAND OUT***

Persol is a brand that was born with the ability to understand and often anticipate the style of its time. It's known that Persol glasses are perfect for every look thanks to a unique mix of sophisticated elegance and understatement that has won over people with an innate sense of style since the '30s, starting with the many movie stars who wore them both on set and in real life.

The latest-generation Persol frames interpret the eclecticism of contemporary aesthetics with extraordinary precision. The new glasses also reinforce the concept of tailored design, adapting the pleasure of discreet luxury to the dynamic lifestyle of our time. Their innovative designs frame the modern vision of men and women who love timeless style and appreciate the fine art of hand-finished, personalized details.

The four sunglasses and glasses are an evolution of Persol's iconic designs, restyled with a bold, defined look. Available in new shades of tortoiseshell acetates, combined with soft metallic tones, the models feature precious glass lenses, including some polarized versions and naturally are signed with the iconic Persol arrow.

Ideal for a dynamic, hyper-connected lifestyle, as well as for their intrinsic qualities, the new Persol Tailoring Edition glasses reveal a personal style in sync with our times, focused on image and social media sharing.

SUNGLASSES

PO3199S



These boxy sunglasses, which are available in a wide range of acetates and soft metallic tones, stylishly interpret the eclectic elegance of our time. The bold design of the upper part of the frame gives them a strong look. The temples, which feature a flexible hinge and the unmistakable Persol arrow, guarantee a comfortable fit. The flat glass lenses add another contemporary touch while providing crystal-clear vision.

The glasses are available in the following combinations: black and gold with green or Polar lenses; havana and gunmetal with green lenses; havana and copper with brown Polar lenses. Persol offers the following new acetates to those looking for the latest innovation: tortoiseshell and copper with blue lenses; dark tortoiseshell and gunmetal with brown lenses; ice/brown tortoiseshell, combined with gunmetal gradient grey lenses.



PO3198S

Persol reinterprets the cat-eye design with a modern, eclectic flair in a sophisticated range of acetates combined with warm metallic tones and lenses in various shades.

Resulting in an enhanced look that is intensified by the bold design that characterizes the upper part of the frame. The temples, which feature a flexible hinge and the unmistakable Persol arrow, give the frame a tailored fit. The flat glass lenses add a contemporary touch and perfect vision.

The glasses are available in seven different combinations, some of which feature new acetates: pink tortoiseshell coupled with copper with gradient blue lenses; blue tortoiseshell with silver and gradient grey lenses; dark brown tortoiseshell and gunmetal with brown gradient lenses. The glasses also come in classic black and gold with green or Polar lenses and Havana and copper with green, or brown Polar lenses.

EYEGASSES



PO3197V

A contemporary design combined with a respect for Persol's timeless classics enliven these distinctive, stylishly eclectic glasses. The upper part of the frame is very bold, like the metal bridge, and is available in a wide range of acetates combined with warm metallic tones. The temples, which feature the unmistakable Persol arrow, ensure a perfect fit thanks to the flexible hinges. The model comes both in classic combinations, such as black and gold and havana and gunmetal, and in new colors: tortoiseshell and copper; dark tortoiseshell and gunmetal and ice/brown tortoiseshell and gunmetal.



PO3196V

These acetate and metal glasses with butterfly shape and slim boxy lenses create a daring yet stylish combination. The bold design highlights the top of the frame and emphasizes the model's contemporary inspiration. The temples boast flexible hinges and the iconic Persol arrow, offering a personalized fit. The model is available in five sophisticated combinations featuring acetates and metallic tones: from classic black and gold and havana and copper to new and distinctive shades of pink tortoiseshell with gunmetal, blue tortoiseshell with silver and tortoiseshell and gunmetal.



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Persol.com

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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 9,000 stores, with LensCrafters and Pearle Vision in North America, OPSM and LensCrafters in Asia-Pacific, GMO and Óticas Carol in Latin America, Salmoiraghi & Viganò in Italy and Sunglass Hut worldwide. In 2016, with more than 80,000 employees, Luxottica posted net sales of over Euro 9 billion. Additional information on the Group is available at www.luxottica.com.