



PERSOL MATERIA COLLECTION

THE ALLURE OF RAW MATERIAL BLENDS
WITH THE BRIGHTNESS OF ACETATES

The extraordinary Persol acetate gallery is a founding part of the personality of the brand, which over the course of its hundred years of history has developed an unparalleled archive of this captivating material, which has always been crafted with artisan passion and meticulous attention to detail.

2020 sees the arrival of the new *Materia* collection, which expands the offer with six new exclusive shades characterized by raw material veins that blend with the luminous fluidity typical of acetate. The result is intense, bold colours inspired by Mother Nature's inventions and the latest international fashion trends.

This new palette is making its debut by exclusively featuring on some of Persol's best-selling models, which return to the spotlight as the stars of original combinations partly thanks to the contribution of full lenses with the new gradient colours.



Calligrapher
PO3166S

The Calligrapher Edition panto-style sunglasses, made of acetate and gunmetal metal, are inspired by the captivating skill of calligraphy and combine classic elegance with contemporary style. The perfectly balanced model is decorated with engravings on the temples inspired by calligraphy exercises, small rivets and the stylized Arrow.

Now available in the new Materia acetates, it comes in the following versions: blue horn with vintage sky blue lenses; green horn with green lenses.



Typewriter
PO3108S

Round unisex sunglasses with a laser-engraved metal bridge. The model's retro charm is accentuated by details inspired by the mechanics of vintage typewriters. The temples, which feature a triple version of the patented Mefflecto system, provide a very comfortable fit and are characterized by the Typewriter Edition signature engraved in vintage font inside.

Now available in the new Materia acetates, this elegant and versatile Persol model comes in the following exclusive combinations: black horn with vintage sky blue lenses; red horn with grey-sky blue gradient lenses.

Persol[®]



**Reflex
PO3046S**

The rounded acetate sunglasses recall the shape of a vintage photographic lens and are characterized by the iconic Persol symbols, such as the Arrow, repeated on the sides of the bridge, and the stylized Mefflecto on the very light metal temples.

Now in the new horn ivory Materia version with brown gradient lenses.

About Persol:

<https://www.Persol.com>
[Facebook.com/Persol](https://www.facebook.com/Persol)
[Twitter.com/PersolEyewear](https://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, 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 9,100 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