



## PERSOL 2015 COLLECTION

*Vintage design and acetates for a new interpretation of a unique style*

The mere mention of the name Persol evokes a clear image of Italian style around the world. Since its 1917 foundation in Turin, the brand has built its reputation through constant technological innovation, keeping it at the front line of the industry year on year. Loved by stars of the big screen for its unmistakable appeal, Persol eyewear has become the must-have accessory thanks to the enviable quality etched into the brand's very DNA. Created by the hands of expert craftspeople using only the finest materials, Persol has become the quintessential symbol of artisanship, quality, innovative and elegant Italian design.

In the 2015 Collection, Persol enriches its colour palette and adds new models to its cult lines. Highlights include the folding version of the Cellor model – an icon of the 1950s reinterpreted last year to great effect, the brand new sunglasses and optical frames of the *Typewriter Edition*, which is a firm favourite thanks to its modern, intellectual charm, and the unique colour options of the *Vintage Celebration* acetates. Moreover, all Persol sunglasses use the celebrated crystal lenses, guaranteeing absolutely clarity of vision, even in the Polar versions, which are tested in extreme conditions – perfect for anyone looking for maximum protection from harmful sun rays.

### CELLOR



#### PO3132S

The name of the Cellor model derives from Cell+Or, referring to the Italian words for cellulose and gold – the two materials used to make it when it was first created. Born 60 years ago and immediately lauded for its design, the model is characterised by the use of quality materials treated with the artisanal expertise so indicative of the Persol family. Cellor was relaunched in 2014 with the same characteristics as the original model, its vintage charm reimaged in a stunning folding version. The front section in acetate and metal is paired with sleek temples, rendered elastic and comfortable by the Meflecto system and invisible hinge mechanism. These provide the foundations for stylish details such as the Mini Supreme Arrow and metal bridge with laser incisions. Available in the exclusive *Vintage Celebration* acetates: Coffee with polarised green lenses, Havana with brown lenses, Terra di Siena with light blue lenses, black with green lenses and black with polarised blue photo lenses.



#### PO3132V

Cellor optical frames. Born in the 1950s, these frames were relaunched in their original design in 2014, achieving great success thanks to their unmistakable vintage silhouette in acetate and metal. The model, which stands out from the crowd for its distinctive combination of materials and stunning artisanal manufacturing, is now available in a new folding version. The Meflecto system ensures the comfort of the sleek temples, which fold down thanks to a rigorously tested and utterly exclusive folding system. The front section is enhanced by the metallic detailing of the laser-cut bridge and Mini Supreme Arrow. Available in Coffee, Havana, Terra di Siena and black.

## VINTAGE CELEBRATION



#### PO9714S

The much-loved foldable 714 model – a real Persol icon – was catapulted to fame when Steve McQueen wore it in *The Thomas Crown Affair*. Created in the 1960s, it has been unrivalled in design and comfort ever since. This new version has a softer, slimmed-down profile, while the temples are fitted with the Meflecto system. The retro charm of the sunglasses is heightened by the Mini Supreme Arrow and three new acetates from the *Vintage Celebration* collection: Land and Sea and Fire and Slate with green lenses, Resin and Salt with light blue lenses.



#### PO9714V

This slimmed-down, lightweight version of the famed 714 folding model has instantly become a men's style classic. Characterised by the Mini Supreme Arrow and perfectly fitting Meflecto-system temples, the model has added three exclusive new acetates from the *Vintage Celebration* collection: Land and Sea, Fire and Slate and Ebony and Gold.



#### PO3007S

Square-shaped sunglasses with a sleek profile and smooth lines. The hand-worked frames reveal some unmistakable Persol hallmarks: the traditional key bridge, temples fitted with Meflecto system to guarantee a personalised, comfortable fit and the Mini Supreme Arrow, a metallic detail that gives the whole model a lift. Choose from the exclusive acetates of the *Vintage Celebration* collection – Land and Sea and Fire and Slate with green lenses, Resin and Salt with light blue lenses.



#### PO3007V

Square-shaped optical frames with smooth lines. The sleek acetate frames, fruit of the expert hands of Persol's team of craftspeople, contain some of the unmistakable details that have contributed to the brand's success. The traditional key bridge and Meflecto system temples guarantee a personalised, comfortable wear, while the Mini Supreme Arrow in metal completes the look. Available in the exclusive *Vintage Celebration* acetates: Land and Sea, Fire and Slate and Ebony and Gold.

## TYPEWRITER EDITION



### PO3129S

New sunglasses for the *Typewriter Edition* collection, which uses exclusive features to celebrate the charming appeal of the typewriter in a contemporary, intellectual manner. These rounded men's sunglasses feature the artisanal production techniques and quality materials synonymous with the Persol brand, in combination with the detailing typical of this collection, which was launched in November 2014. The front section in acetate features a laser-cut metal bridge, with rivets bearing the old typewriter keys adding to the charm. The sleek temples are enhanced by the Mini Supreme Arrow and equipped with Persol's Meflecto system, ensuring a first-rate fit. Available in streaked grey with grey gradient lenses, Havana with green lenses, Havana with polarised brown lenses, black with green lenses (available polarised) and streaked Havana with polarised blue gradient lenses.



### PO3128V

Oval optical frames from the *Typewriter Edition* collection. Launched in 2014, the collection is inspired by the old typewriters, using their distinctive detailing to create an intellectual, contemporary look. These men's glasses boast rounded lines and all of the artisanal expertise and quality materials synonymous with the Persol traditions, in combination with the hallmarks of the new collection: exclusive acetates, laser-cut bridge in metal and rivets bearing the old typewriter keys. The sleek temples show off the Mini Supreme Arrow and are equipped with the Persol-patented Meflecto system, which guarantees flexibility and grip. Available in streaked grey, Havana, black and streaked brown.

### THE COLLECTION ALSO INCLUDES:



### PO2388S

Rounded sunglasses in metal, with acetate temples. Sleek and lightweight, these classic frames are presented here in new colour combinations, with mirrored Persol crystal lenses. Choose from a polished gold metal front section with Havana temples and light brown lenses with gold mirroring, or gunshot grey front section with black temples and light green lenses with silver mirroring.



### PO2422SJ

Rounded sunglasses in metal, with acetate rims and temples. The sleek, lightweight design is brought up to date thanks to the new lens colours of gold and blue. Available in Havana with light brown lenses with gold mirroring or Terra di Siena with light blue lenses.



**For further details on Persol:**

Persol.com

Facebook.com/Persol

Twitter.com/PersolEyewear

Instagram: @persol

**Luxottica Group S.p.A.**

Luxottica Group is a leader in premium, luxury and sports eyewear with over 7,000 optical and sun retail stores in North America, Asia-Pacific, China, South Africa, Latin America and Europe, and a strong, well-balanced brand portfolio. House brands include Ray-Ban, the world's most famous sun eyewear brand, Oakley, Vogue Eyewear, Persol, Oliver Peoples, Alain Mikli and Arnette, while licensed brands include Giorgio Armani, Bulgari, Burberry, Chanel, Coach, Dolce & Gabbana, DKNY, Polo Ralph Lauren, Prada, Michael Kors, Starck Eyes, Tiffany and Versace. In addition to a global wholesale network involving 130 different countries, the Group manages leading retail chains in major markets, including LensCrafters, Pearle Vision and ILORI in North America, OPSM and Laubman & Pank in Asia-Pacific, LensCrafters in China, GMO in Latin America and Sunglass Hut worldwide. The Group's products are designed and manufactured at its six manufacturing plants in Italy, two wholly owned plants in the People's Republic of China, one plant in Brazil and one plant in the United States devoted to the production of sports eyewear. In 2014, Luxottica Group posted net sales of over Euro 7.6 billion. Additional information on the Group is available at [www.luxottica.com](http://www.luxottica.com).

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