



714 Steve McQueen™ Special Edition

THE LEGEND IS BACK, THIS TIME TO STAY

Steve McQueen and his Persols: inseparable as they rise to the challenges of life, always striving for the best. The King of Cool - as McQueen was known - remains the epitome of a masculine style based on courage and nonconformity, a source of inspiration now more than ever.

Persol celebrates his irresistible panache with the new *714 Steve McQueen™ Special Edition* series consisting of five foldable sunglasses models in various colours inspired by McQueen's story and passions. Like the yellow version, the same colour as the first plane piloted by McQueen, a Boeing Stearmen, combined with sky blue lenses. The glasses are also available in the following colours: light Havana with light blue polarized lenses, Havana and green polarized lenses, black with smoke grey polarized lenses.

There is also a limited edition version with platinum plated lenses and light Havana frames. The exclusiveness of these models is underlined by their dedicated packaging.

714 Steve McQueen™ Special Edition series is made in Italy according to Persol's rigid standards with original acetates of superior quality, steel hinges, crystal lenses and impeccable handcraftsmanship.

The glasses in the collection perfectly encapsulate the effortless style of this evolutionary icon. Persol expresses McQueen's iconographic power with a nostalgic 1990s-inspired campaign to give this timeless product a contemporary feel.

About Persol:

<https://www.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 9,200 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