



PERSOL 2014 COLLECTION.

The 2014 versions of legendary eyewear

A symbol of Made in Italy, Persol now presents a new collection, where contemporary design follows closely in the footsteps of a tradition that started in Turin in 1917. Striving to offer the most comfortable, well crafted and protective optical frames, Persol soon became a legendary brand - Owing to its unsurpassed technological innovation, which brought about improvements like crystal lenses for perfectly clear vision, or the Mefflecto flexible temples and the Victor Flex three-notch nose bridge for optimal fit. Created for the streetcar drivers of Turin and later adopted by celebrities like poet D'Annunzio and race driver Fangio for their sporting adventures. Persol glasses achieved the status of icons of style in the 1950s, when they were worn by stars like Mastroianni and Steve McQueen on and off the set. Must-have accessories for men and women who know exactly what they want when it comes to style, Persol glasses have the ability to be absolutely contemporary while maintaining their authenticity.

The 2014 collection ranges between modern interpretations and the 1950s vintage allure of the *Film Noir Edition*, with the added value of the brand's traditional artisan-like details and superior materials.

SUN



3092SM

This lightweight phantos frame for men exudes vintage charm. The ultra-thin profile features some of Persol's signature technical elements, from the key-hole nose bridge to the Mini Supreme Arrow and the Mefflecto system flex temples. The retro style is emphasised by acetates in vintage colour tones, antique treated in some versions, stylishly matched with crystal lenses. Variants include: antique treated Virginia Tobacco with gradient brown lenses; antique treated Sienna with blue lenses; Black with green or polar green lenses and Havana with green or polar brown lenses.



3098S

The *Film Noir Edition* is the inspiration for this newalluring women's style. The round shape has a retro feel that evokes the 1950s, while finishes and materials of the highest artisan quality give it a sophisticated contemporary touch. The model is branded with the Phoenix Arrow, a reinterpretation of the classical Persol arrow, inspired by a design retrieved from the brand's archives, and features flexible temples with the Mefflecto system. The elegant colour palette ranges from acetate in classical shades to the new opal acetates in exclusive tones like green or blue, matched with gradient lenses for an intriguing effect. The style comes in a dedicated leather case.



3099S

This square-shaped men's style is part of the *Film Noir Edition*, a collection that revisits the 1950s with a contemporary twist that has the accuracy of a Made in Italy artisan production. Distinctive features include the Phoenix Arrow, a reinterpretation of the classical Persol arrow, inspired by a design retrieved from the brand's archives, and the flexible temples with the Meflecto system. The character of these glasses is enhanced by a palette of bright colours, combined in some versions with Photopolar lenses to ensure total protection from harmful sun rays even in extreme conditions. Variants include: Blue with green lenses or gradient grey Photopolar lenses; Havana with brown lenses or gradient brown Photopolar lenses; Black with green lenses. The style comes in a dedicated leather case.



3103S

Timeless appeal and a strong personality are the key features of this aviator style, together with a masculine, assertive profile. In addition to the Meflecto system flex temples, what makes these glasses unique is great artisan care in matching the components, offered in a rich palette that includes classical colours as well as exclusive gradient acetates. A selection of Polar and Photopolar lenses ensures perfect vision by providing 100% protection from harmful sun rays. The style is available in a range of variants: Black with green lenses; Havana with green or polar brown lenses; Havana with gradient green front and gradient blue lenses; Havana with gradient grey front and green lenses or gradient grey Photopolar lenses.

OPTICAL



3092V

An ultra-thin acetate phantos style with a vintage allure. The thin, lightweight frame features some of Persol's signature technical elements, from the key-hole nose bridge to the Mini Supreme Arrow and the Meflecto system flex temples. The retro inspiration is enhanced by a palette that includes vintage and other colour shades and by special antique finishes that reveal the artisan accuracy of Persol's production.

The style is available in a range of variants: Antique Finished Honey; Antique Finished Streaked Green; Black; Havana.



3093V

The Persol® Classic collection is synonymous with Made in Italy quality and total authenticity. The traditional design of this rectangular men style features marked profiles and well-defined volumes. Signature technical details like the Meflecto system of flexible temples and the Supreme Arrow that illuminates the frame are distinctive of the brand. The vintage inspiration is confirmed by the special artisan-style antique finish of the exclusive gradient acetates. Offered in a range of colour variants: Black; Havana; Yellow gradient Havana; Red gradient Havana and Blue gradient Havana.



3095V

The intriguing charm of the *Film Noir Edition* is embodied in this perfectly square men's frame. Revisited with a contemporary flair, the 1950s look is highlighted by the historical Phoenix arrow, retrieved from the brand's archives. These high-quality acetate glasses feature the Meflecto system flex temples to ensure a comfortable fit, and a typical Made in Italy artisan-like finish.

Variants include: Opal Green, Blue, Havana and Black. The style comes in a dedicated leather case.

For further details on Persol:

Persol.com

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Luxottica Group S.p.A.

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