

GUIDELINES FOR CUSTOMIZED PAGES

For the clients who can implement a Shop in Shop we suggest a **full approach** with the brand page digital guidelines or with a dedicated approach:

NEW SEASON



PERSOL FW25 COLLECTION

Persol's new FW25 collection is a meeting of contrasts: precision and warmth, function and artistry. Uncover the season's icons.



0PO3385S 95/31

Wide acetate temples enriched with the iconic Supreme Arrow and Meflecto.



0PO0649 1234R

Explore the iconic 649 in a range of new colours.



DISCOVER THE NEW COLLECTION

Assets Expiration Date:
15th of September 2026

EXCLUSIVITY ONLINE



PERSOL TOTAL BLACK ARROW

A bold statement in black, Persol's iconic 649 is reinterpreted with a striking take on a signature detail. Meet the new Total Black Arrow, available at our store.

DISCOVER THE TOTAL BLACK ARROW

A play of contrasts, shaped into a sculptural expression of innovation and craftsmanship. The never-before-seen Total Black Arrow takes center stage on Persol's iconic 649.

PO064901 is available at our store.



DISCOVER THE NEW COLLECTION

Assets Expiration Date:
6th of October 2026

EDITOR'S PICK



Where craftsmanship meets unique design

THE LEGACY OF AN ICON

Born in 1957 for Turin tram-drivers, 649 soon became a legend when Marcello Mastrolanni wore it in the classic Divorce, Italian Style - and is still nowadays an icon of Italian craftsmanship.



A NEW UNMISTAKABLE LOOK

An icon is reborn: discover the new 649 collection, available in the new black, champagne and grey colorways, as well as in refined metal.



DISCOVER THE NEW COLLECTION



Assets Expiration Date:
27th of May 2027

Thank you.