

POLICE 2015 Optical Collection

Iconic international fashion and lifestyle brand Police presents the new Optical 2015 collection, offering sleek, urban eyewear, synonymous with global brand ambassador, Neymar Jr. Presenting a range of optical styles that combine classic silhouettes with modern edge, the pieces still remain true to the urban style that is so typical of the recognisable brand.

Design & Inspiration

Minimalism, feather-light weight and design are the three key ideas of the new Police collection in which volumes are reduced and materials, such as PEI resin, are made increasingly comfortable. With a focus on substance and durability, the distinctive models stand out for their stylistic aesthetics, innovative design and attention to detail, while returning to the brand's original version of 'wings' through reinterpretation of the brand logo.

Technique

All metal models are produced with a special hand-made brushing technique to provide a vintage yet fashion forward effect. For 2015 there is no shortage of innovative design with a catwalk ready, statement collection that demands attention.



ROUND SHAPE
VPL010 col. 8CP

A retro frame with a modern twist, the VPL010 was developed with PEI resin, an ultra-light material that conveys resistance and comfort. In red and blue colour palettes, the frame is ideal for any fashion conscious male, thanks to its simplicity and modern design.



MINIMAL CHIC
VPL041 col. SNE

A refined, vintage model crafted from steel, this minimal and sophisticated design offers a special, hand-made, brushing treatment that provides its retro quality. The iconic, Gothic P becomes an aesthetic detail which, starting from the front piece, embellishes the thin temple design. The perfect lightweight weekend lenses.



STRIPES
VPL056 col. C00

A bold frame which encompasses the urban spirit of the Police male. The front piece is designed in transparent, streaked acetate allowing for a striking face-on view. A matte insert with bas-relief, laser-engraved logomania, decorates the transparent, crystal temple with its visible metal core. For those wanting to make a statement.



MATT BLUE
VPL045 col. T31M

A model which is bold yet refined, the VPL045 mixes different materials to compliment and make a statement. Small plastic circles in the same colour as the temple tip, are inserted in the metal frame. The modernised Police logo is incorporated in a metal pin reproducing the winged eagle.



SPORTY SQUARE
V1974 col. U28

A square model with front piece and temple tip in matt black plastic, that allows for a nod towards a sporty design. The matt gunmetal temples in metal with the bas-relief Police logo, give the style an even bolder quality.



VPL052 col. 8KT

A classic with a modern twist, this unisex, vintage model is crafted from ultra-thin and lightweight steel. Semi-matt, contrasting shades highlight the unusual look of this key piece and the fork, open temple, inspired by the special Neymar style, is given a new and unique twist.