

POLICE 2015 Men's Collection

Since launching to the world market at the height of the 1980's, the Police brand has become as iconic as its launch era. Few brands in the market have as recognisable DNA as the house brand of the De Rigo group. For 30 years Police has been synonymous with their big name ambassadors, strong energetic style and urban charisma, and have been developing as a full lifestyle brand ever since.

Shapes, colours and inspirations

For Spring-Summer 2015, the Police Collection embraces its urban attitude, drawing inspiration from the brand's more distinctive elements to present silhouettes with strong personality and on trend styling. The shapes represent the unity of past and present, emphasised by multi-coloured acetates, transparencies and fashion tones.

The theme for this season is 'playing with colour', both on technicolour, ultra light acetate frames and on polarised, mirrored or cosmetic lenses. The original Police logo - a metal pin featuring the iconic winged eagle on the front piece - makes a comeback, becoming a vintage detail on selected styles in the new collection. In the 2015 collection there is no shortage of fashionable frames marked by innovative design and unique details.



GAME
S1950 col. GEGG | LIGHT TECHNICOLOR

A rectangular model that is well suited to all faces, in an ultra-light plastic with a streaked wood-like effect along the top section. Available in bright shades or camouflage prints obtained by a special "paper transfer" technique, bold contrasts play on the combination of matt colours with mirrored or gradient lenses, for the perfect summer accessory.



MOMENTUM
S8950 col. 548X | MODERN RIDER

Seventies-inspired model with distinctive details that provide a decidedly modern twist. The rounded and two-toned metal front piece creates a "clip-on" effect, suggesting two overlapping frames. This in turn, combines with matching acetate temples, making for a retro feel for anyone looking for an original yet elegant model.



OFFSIDE
S1954 col. U28 | MODERN RETRO'

This retro-inspired square model is set in extremely flexible steel, for truly innovative detail. The lenses are fastened to the frame by imperceptible staples, by means of a special photoengraving technique, making them appear detached and suspended. The pieces are finished off with the Police inscription which features on the plastic temples.



RIVAL 2
S8953 col. 581X | MULTICOLOR PILOT

Metal aviator model inspired by the brand's tradition, reinterprets one of the iconic elements of the 1980s Police collections: a decorative trim on the bridge and temples reminiscent of a "hand", which seems to embrace the model, holding the pieces together. These classically shaped sunglasses are available with contrasting mirrored lenses or with cosmetic lenses, for those seeking a vintage feel. Suitable for stylish men who enjoy sporting a retro yet fashionable look.