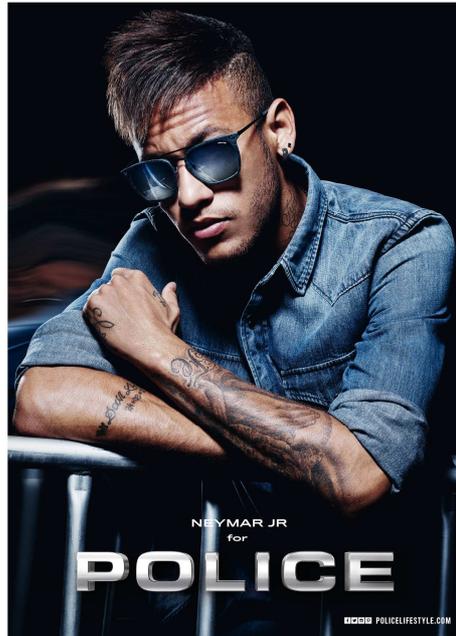


POLICE

Police presents the 2016 eyewear campaign with three year running ambassador, Neymar Jr



14 September 2015 – Police presents the 2016 eyewear campaign featuring Neymar Jr. For the third year running, the internationally renowned fashion and lifestyle brand has chosen the famous Brazilian striker and FC Barcelona forward as the face of its new eyewear line.

The campaign was created by Rankin, one of the most celebrated photographers in the world, who boasts a portfolio brimming with acclaimed shots of international celebrities. Neymar Jr is pictured alongside the stunning Uruguayan supermodel, Constanza Saravia.

The campaign theme revolves around "reflections": with a special play of mirrors and the photographer's gifted touch, Neymar is portrayed from several different angles, with a surprising and spectacular effect.

Spontaneous and energetic, Neymar Jr is the idol of men and women of all ages, and fully embodies the spirit of the Police brand. With over 53 million followers on Facebook and more than 30 million fans on Instagram, in just a few years the world recognised star of international football has managed to reach the pinnacle of success, just like Police.

Neymar expresses the brand's multiple facets to perfection, providing the inspiration for strong models featuring innovative creative details in the upcoming sun and optical collection.

The campaign will be launched worldwide in the press, on billboards and on the social media, exploiting the full potential of the media. A piece of trivia: the new Police campaign was shot in Barcelona, near Camp Nou, the day after the victory of the home team against Bayern Munich in the Champions League semi-final, where the Brazilian striker scored two memorable goals.



Neymar Jr is pictured wearing the SPL152 style, one of the flagship sunglasses of the Police 2016 Sun collection. This metal and acetate double-bridge frame features a special 2D fabric-like design on the front piece.

About Police

Police is a brand owned by De Rigo, world leader in the design, production and distribution of prestigious eyewear of proven quality. Founded in 1983, Police quickly established itself as a brand associated with innovative designs and a strong image, inspired by a typically American "on the road" style.

Over the years, Police has continuously introduced new designer details and elements to its collections, such as the blue mirrored lenses, which immediately became a global fashion trend in the 1990s. Thanks to its strong identity and market position, which it has consolidated over time, Police has gradually created a very broad lifestyle concept that includes perfumes, watches, jewellery and leather goods. The Police collections are distributed in over 80 countries, mainly in Europe, Asia and America.

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