

POLICE

POLICE EYEWEAR GOES RIO 2016

POLICE EYEWEAR celebrates the brand ambassador Neymar Jr and the 2016 Rio Olympics with a pair of limited edition, gold plated sunglasses.

For the forthcoming 2016 Rio Olympics, POLICE has created a unique and exclusive pair of limited edition sunglasses to celebrate Neymar Jr, the talented Brazilian footballer and captain of the Brazilian national team, on the occasion of the renowned sports event that this year is taking place in his country.



Inspired by the much-coveted Olympic gold medal, POLICE has revisited a classic model of its collection in a retrofuturistic style, plating it entirely in gold. The rounded front with a double bridge is decorated with vintage details that revert back to the brand's origins. The mirrored gold lenses are polarized to ensure optimum vision, and are personalized with the inscription NJR alongside the POLICE logo. The NJR inscription also decorates the temple tips in black acetate.

These unique, precious and ultramodern sunglasses fully express the "naturally rebellious" personality of POLICE.

The glasses are not for sale, but can be won by lucky fans through a special contest. Because silver or bronze is just not on the cards for POLICE fans, they all deserve gold!
#policelifestyle #policegold

About Police

POLICE is a brand owned by De Rigo, a world leader in the design, production and distribution of prestigious eyewear of exceptional quality. Founded in 1983, Police soon established itself as a brand synonymous with refined design and a strong image, inspired by a typically American on-the-road way of life.

Over the years, POLICE has continuously introduced new designer details and elements to its collections, such as its blue mirrored lenses, which immediately became a global fashion trend in the 1990s, and its iconic logo, which has evolved from the original eagle to the current gothic P. Through 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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