



TOTAL BLACK ARROW: NOIR ALLURE FOR PERSOL A/W 2025, STARRING CHIARA SCELSI AND FILIPE NIEVES

Paying homage to the finesse of Italian design, Persol unveils **Total Black Arrow** for FW25—an exercise in innovation framed through the lens of film noir.

Fronting the campaign, top model **Chiara Scelsi** and model **Filipe Nieves** bring a compelling intensity to the collection's cinematic mood, embodying its magnetic elegance and taut visual tension.

Light versus shadow, gloss against matte, mystery with clarity: the interplay heightens the frame's sculptural presence and reasserts Persol's arrow as a true signature. Meticulously engineered and refined, **Total Black Arrow** is a contemporary evolution that celebrates Italian craft at its finest.

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The legendary Persol 649—known for its acetate pilot silhouette and classic Victor bridge—returns with a modern edge. Metal details and inserts have been re-engineered and overmoulded with an ultra-resistant, high-performance material, delivering a sleek, total-black finish.

At the heart of the design is Persol's signature Arrow—a working hinge that seamlessly links front and temples, where form meets function. In the new campaign, the Arrow steps into the spotlight: tight close-ups and dynamic compositions draw attention to its sculpted lines and precision engineering.

Black sets the tone. Played across varied textures and finishes, it lends the frame an air of mystery and understated elegance—proof that the darkest shade can be the most compelling.

With **Total Black Arrow**, Persol redefines its vision: a poised fusion of forward thinking, quiet luxury, and enduring design codes—timeless and utterly current.

Follow us at @persol and persol.com to discover this and more from the Fall/Winter 2025 collection.
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