



The unmistakable P Zero Pirelli style and the tailor-made creativity by De Rigo have developed a new P Zero eyewear line.

The introduction of the new 2007 Pirelli P Zero sunglasses collection in the Autumn.

P Zero Pirelli leaves its radial mark also in the eyewear sector and signed a licence contract with De Rigo Vision, the world leader on the top-level eyewear manufacturing and distribution market.

Almost 5 years after its launch, the industrial design project by Pirelli has become a successful case in the field of design applied to apparel. By a process of abstraction from the traditional fashion solutions and seasonal trends, over the last years a team of experts have designed versatile and exhaustive collections marked by high qualitative and technological contents epitomising the P Zero Pirelli style.

Antonio Gallo, the person in charge of the P Zero project, stated: "The new P Zero sunglasses line really is the expression of the P Zero style. Thanks to the co-operation with De Rigo Vision, a company renowned for its qualified know-how in the eyewear sector, we were able to develop outstanding products thanks to the careful selection of materials, high qualitative standards and special care devoted to design, i.e. features belonging to the P Zero Pirelli approach.

Ennio De Rigo, President of De Rigo Vision, stated: "The results achieved in collaboration with P Zero Pirelli are highly complex because they called for large investments by our Research & Development division. The products obtained are outstanding and appealing not only because of their design but also thanks to the materials selected, the type of processing, their elegance and optical achievements. I am pleased to be able to announce our agreement with P Zero because we believe it is the perfect example of Italian creativity: it is a highly creative and fully customised project"

Tyre details and rubber inserts are a real novelty in the eyewear sector and enable P Zero to leave its unmistakable prints also under the sun.