



# POLICE

Strong and daring style - POLICE, the De Rigo Group's house brand, was launched in Italy in 1983. POLICE is a global brand that combines fashion influences with the street style for a distinctive, seductive, but at the same time determined and resolute look.

For over 30 years as a global lifestyle brand with a full range of fashion accessories, POLICE has been synonymous with their big name ambassadors, strong energetic style and urban charisma.



Expressing the 'urban soul' of the global brand, the collection features frames with bold, contemporary shapes, designed with a unique combination of materials and color palettes. With vintage detailing inspired by the origins of the brand, the collection remains urban, decisive and versatile.



**DARING**  
**INDEPENDENT**  
**AUTHENTIC**  
**URBAN**



Men and women, 18-40 years old. Young, authentic rebels, who follow the trends but seek to stand out with originality and flair.







POLICE MEN'S COLLECTION



- ICONIC
- TIMELESS
- HERITAGE
- HERITAGE URBAN

- SPORTY
- STREET
- TECH. & COMFORT
- HERITAGE SPORT

- TRENDY
- AFFORDABLE
- EASY
- FAST FASHION

- VANGUARD
- RETRO-FUTURE
- MINIMAL
- DISCOVERY



POLICE WOMEN'S COLLECTION

