

OETKER COLLECTION

Masterpiece Hotels

LUXURY EYEWEAR BRAND PERSOL CURATES ‘SUNGLASS LIBRARY’ FOR OETKER COLLECTION HOTEL GUESTS

Forgot your beloved sunglasses this summer? Oetker Collection hotels, including Le Bristol Paris, Jumby Bay Island and Hotel La Palma in Capri, have you covered...



July 2023 - Oetker Collection, the hospitality brand behind Masterpiece Hotels, including Hotel du Cap-Eden-Roc and Eden Rock - St Barths, amongst others, and Italian heritage eyewear brand Persol, are delighted to announce an exclusive partnership. The collaboration commences at a select number of the of the hotel brand’s iconic properties, including Le Bristol Paris, Château Saint-Martin & Spa, Brenners Park-Hotel & Spa, Jumby Bay Island and the newest masterpiece, Hotel La Palma in Capri.

Ready to relax at Hotel La Palma’s new beach club, Da Gioia by La Palma, only to discover you forgot your sunglasses back at your suite? Or comfortably installed on your sun lounger at Jumby Bay Island only to realize you left your sunglasses in your villa? Don’t worry – this season, Oetker Collection and Persol have you covered.

Six select styles have been curated for each property by the Persol creative team, with the hotel’s team members offering guests to pick their preferred pair from a bespoke caddy, which also contains polish and cloths to clean guests’ sunglasses.

The original eyewear brand for the jetsetter, Persol commenced life in 1917 when Giuseppe Ratti, working as an optician for his family’s business in Turin, invented the Protector, a glare-reflective pair of sunglasses in response to pilot’s tales of the occupational hazard of the blinding sun. Persol an acronym of “*per il sole*” (for the sun) was born shortly thereafter and a dedicated clientele of race car and motorcycle drivers of the day and style icons promptly followed. The brand went onto forge close ties with the world of cinema, ties which remain strong today. Over a century on, the brand remains committed to the pursuit of excellence, outstanding quality and processes and the drive for innovation. Every pair of Persol glasses is a masterpiece of engineering and craftsmanship. The production process still includes more than thirty different stages, combining first-class materials, refined artisan expertise and painstaking attention to detail with leading-edge technology while heritage is observed with each frame still handmade in Turin where the story began.

“Sunglasses are already a daily necessity for many and even more so when on vacation. Oetker Collection’s hotels are the epitome of elegance and situated in the world’s most beautiful locations, so we are thrilled to offer their discerning guests a chic accessory with a pair of Persol sunglasses to complement their fabulous surroundings and hopefully enhance their look,” said Riccardo Pozzoli, Persol Brand Director.

“Persol is a heritage brand, heavily committed to craftsmanship yet always looking at innovating, which resonates with us. We think these curated styles will delight our guests - whether they’re soaking up the sun by the pool at Jumby Bay or enjoying a leisurely lunch in the stunning garden at Le Bristol Paris,” adds Simon Neggens, SVP Sales, Marketing & Communications, Oetker Collection. The partnership will continue later this year at L’Apogée Courchevel.

ABOUT OETKER COLLECTION

Oetker Collection is an exceptional portfolio of Masterpiece Hotels and villas in Europe, the UK, Brazil and the Caribbean. Located in the world's most desirable destinations, each property is a landmark and an icon of elegance, blending legendary hospitality with genuine family spirit that is unique to Oetker Collection. Carrying on a refined legacy in hosting that originated in 1872, the Collection's mission is to preserve and extend its unparalleled standards through acquisition and management of one-of-a-kind properties.

The current portfolio includes Le Bristol Paris, Brenners Park-Hotel & Spa in Baden-Baden, Hôtel du Cap-Eden-Roc in Antibes, Château Saint-Martin & Spa in Vence, The Lanesborough in London, L'Apogée Courchevel, Eden Rock - St Barths, Jumby Bay Island in Antigua, Palácio Tangará in São Paulo, The Woodward in Geneva and Hotel La Palma in Capri. In late 2024, Oetker Collection will open its 12th property and first US hotel with The Vineta Hotel in Palm Beach.

About Persol:

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L'APOGÉE
COURCHEVEL



CHATEAU SAINT-MARTIN & SPA
COTE D'AZUR - VENCE - FRENCH RIVIERA



JUMBY BAY ISLAND
ANTIGUA - WEST INDIES



BRENNERS PARK-HOTEL & SPA
BADEN-BADEN



EDEN ROCK
ST BARTHS



THE LANESBOROUGH
LONDON



THE WOODWARD
GENEVA



HOTEL LA PALMA
CAPRI



LE BRISTOL
PARIS



THE VINETA HOTEL
PALM BEACH



HOTEL DU CAP-EDEN-ROC
CAP D'ANTIBES



PALÁCIO TANGARÁ
SÃO PAULO