

Police sunglasses race into F1 with champion Lewis Hamilton



The Mercedes-AMG Petronas Motorsport F1 drivers and race team will wear the Police brand's sunglasses

Police, De Rigo Group's lifestyle brand, has signed a sponsorship agreement with Mercedes-AMG Petronas Motorsport, home to five-time Formula 1 World Champion Lewis Hamilton.

Police has also announced an upcoming eyewear collection designed in collaboration with the fashion icon.

Police has become an official team supplier of Mercedes-AMG Petronas Motorsport. The drivers and race team will wear the brand's sunglasses and optical frames.

The Police logo will be visible on both sides of the helmets of drivers Lewis Hamilton and Valtteri Bottas and in the pit garage, as well as appearing on marketing activities.

The partnership will be complemented by the upcoming launch of an eyewear collection designed in collaboration with Lewis Hamilton, who uses eyeglasses as one of his style accessories.

Massimo De Rigo, Executive Vice President of the De Rigo Group, said: "We are extremely proud of this prestigious collaboration between Police, our house brand which we value particularly, and Mercedes-AMG Petronas Motorsport, the historic Formula 1 team. Our determination to work with Lewis as both a brand ambassador and designer presented a unique opportunity to join Police to the sports world once again. We are proud to be partnering with the strongest team in one of the most popular sports in the world."

Toto Wolff, Team Principal & CEO, said: "It's great to welcome Police to Mercedes-AMG Petronas Motorsport. We're delighted to partner with a brand that embodies high quality and attention to detail - two characteristics which are incredibly important in our sport. This partnership demonstrates the growing interest of lifestyle brands in the team, which underlines the great appeal of Formula 1 as a marketing platform."

Added Alessandra Piccin, De Rigo Duty Free & Licensor Boutiques Sales Manager: "This is proving to be a huge year for Police and our profile in global travel retail is building extremely well as a result. This new collaboration with Lewis Hamilton & Mercedes-AMG Petronas Motorsport gives us another fantastic opportunity to create brand awareness and engage with travelers from across the globe. We are discussion with a number of retailers regarding distribution with supporting promotions and activation support, details of which will be announced in due course."

Launched in the 1980s as a De Rigo Group eyewear brand, Police boasts a wide range of products, all marked by quality materials and an urban spirit. Police collections are distributed in over 80 countries, particularly in Europe, Asia and America.