

James Bond: International Man In Shades

(NAPSA)—Bond. James Bond.

For more than 40 years, the name has represented suave sophistication and action-packed excitement. Although this superspy has graced the screen in more than a score of adventures, he still has a few surprises in store:

The latest incarnation of “Casino Royale” marks Bond’s continued preference for Persol sunglasses. Originally sported by Pierce Brosnan in “Die Another Day,” Daniel Craig has carried on the tradition. Bond sports Persol style PO 2720 in tortoise to protect his baby blues from peril.

Since the 1960s, Persol sunglasses have played a recurring role in some of Italian cinema’s keynote films. The stylish eyewear has been the personal choice of many international celebrities and stars of the silver screen. The strong bond with the world of cinema has remained constant over time. Today, it takes the form of the shades chosen by James Bond.

Since its creation, Persol has embodied luxury and sophistication. It is a quality eyewear brand with special characteristics such as the handmade arrow and Meflecto system. For James Bond, it represents a cool elegance that reflects his strong personality.

In addition to Bond’s personal preference in shades, here are some other fun facts about Britain’s superspy:

- Only one performer has sung the theme to more than one Bond film. Shirley Bassey crooned



James Bond continues to have a taste for the finer things in life, including designer sunglasses.

three: the title tunes for “Goldfinger,” “Diamonds Are Forever” and “Moonraker.”

- James Bond is named after a real-life person, but not a spy. Ian Fleming borrowed the name from a noted ornithologist who had written the book “Birds of the West Indies.”

- According to the novels, James Bond’s birthday is November 11, 1920. He has one son, James Suzuki, born in early 1964.

- The 2006 version of “Casino Royale” is actually the third time that Fleming’s first Bond novel has been filmed. “Casino Royale,” the screen debut of James Bond, was broadcast on live TV in the U.S. on October 21, 1954. Plus, there was a 1967 spoof version (neither one is considered an “official” Bond film) starring David Niven and Woody Allen.

To learn more about Persol sunglasses, visit www.persol.com.