

UPGRADE YOUR OUTDOOR EXPERIENCE

"Unyielding vocation for style, the outdoors and adventure.

Steady balance between tradition and innovation.

Equal respect for customers and employees."

This is our mission and the values that guide us in the development of our new collections.

We have an excellent understanding of shooters' needs. We have clear ideas about how to improve their outdoor experience. We continually select the best partners and the latest materials in order to transform our ideas into real, stylish yet performing products.

Season upon season, we bestow a complete range of garments and accessories that embody cutting-edge technology and are designed with the unique needs of the shooter very much in mind. Products developed with a simple goal: to allow you to be at one with nature, everywhere, in all weathers, and always in the utmost comfort.

Franco Gussalli Beretta



VICTORY

Fit for victory.

Beretta offers specialized solutions and technology for both professional shooters and simple enthusiasts to help improve performance on the range.

Whatever your discipline, the latitude you are at, the light, weather conditions and trail you have to face, the Victory line offers the ideal range of equipment to fit you out from head to toe, and much more.

Firstly, the shooting vest in many different styles, tailored to each individual discipline and developed in new colors, countless t-shirts and hats of matching design, technical underwear, shirts, vests, shorts and trousers, jackets and fleeces, hats, and gloves in addition to footwear, shooting earmuffs, eyewear, towels and everything you need to carry your firearm and ammunition.

Beretta Victory is developed and tested in collaboration with the Beretta Shooting Team athletes to offer the equipment of champions to everyone.

This is for example how our shooting vests are constructed:

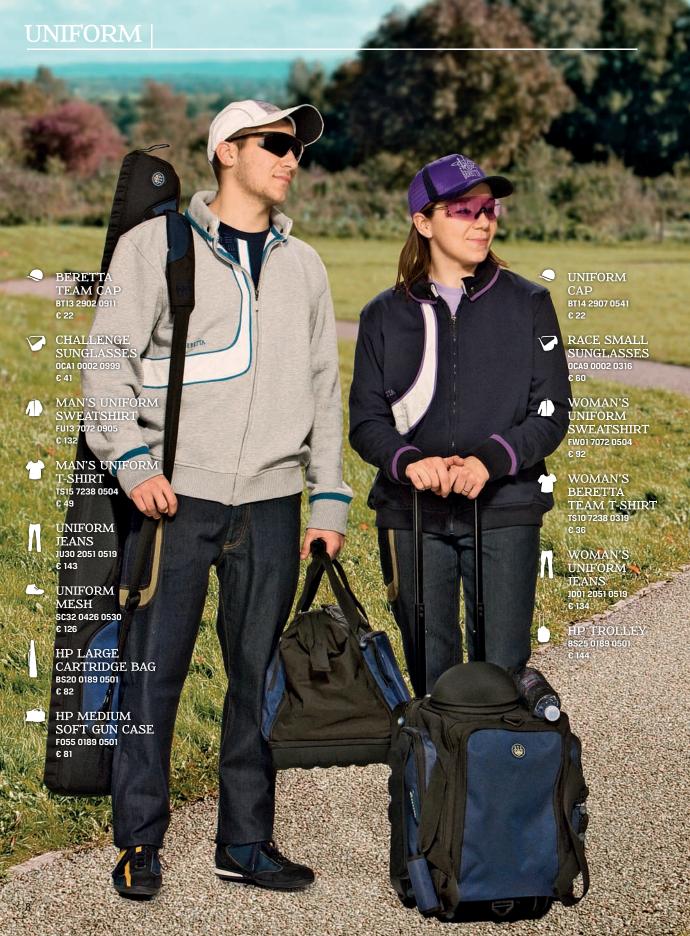
- thinner recoil patches for greater sensitivity to the weapon on your shoulder, in cotton for Sporting, Skeet and Compak and in leather for Trap or Double Trap, where you start with your firearm already mounted
- shoulder width carefully designed to avoid creases or crumpling when shouldering
- large tailored armhole, adjustable or elastic waist and side slits for maximum freedom of movement
- pockets in the perfect position for easy access to cartridges, double for sporting and single for Olympic disciplines
- hooks for shooting earmuffs/towels
- areas for embroidery and personalization
- versions with cool mesh back and front inserts for the hottest days practical and durable matrial

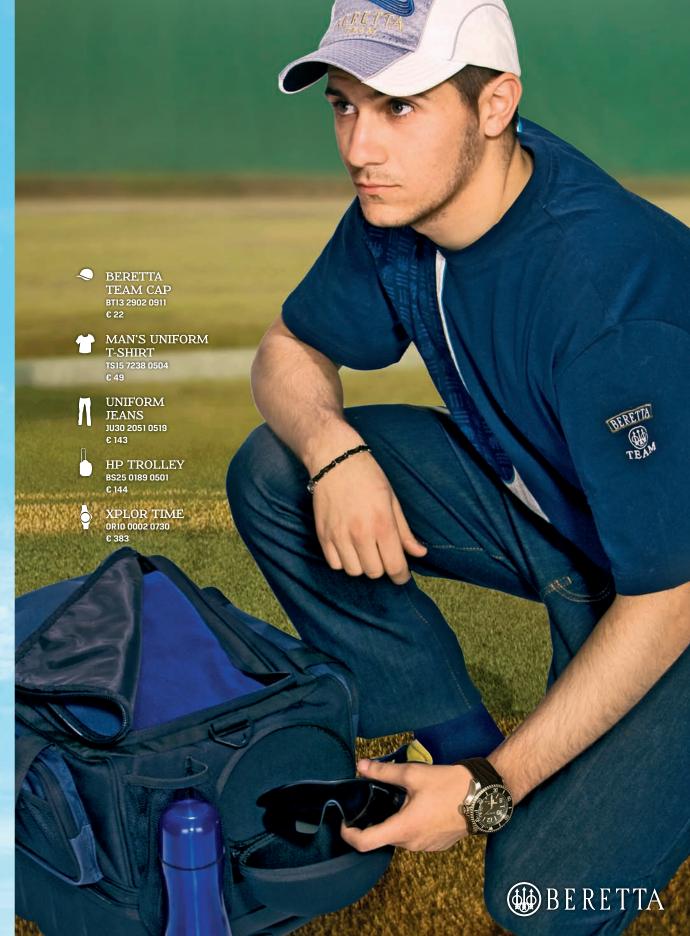
















SILVER PIGEON |



OUTDOOR HISTORY CAP BT15 2905 0321 € 22

CHALLENGE SUNGLASSES OCA1 0002 0407 € 41

SILVER PIGEON **VEST** GT30 0074 0520 € 97

OUTDOOR HISTORY CAP BT15 2905 0100 € 22

RACE SUNGLASSES OCA8 0002 0407 € 60

SILVER PIGEON **VEST** GT30 0074 0075 € 97



UNIFORM MESH SC32 0426 0803 € 126

DOUBLE COLLAR T-SHIRT TS35 7238 0100 € 42

UNIFORM **JEANS** JU30 2051 0519 € 143

UNIFORM LEATHER SC30 0425 0807 € 142

XPLOR TIME OR10 0002 0730 € 383

SET OF THREE VICTORY T-SHIRT TS36 7237 OMXS € 54

> UNIFORM **JEANS** JU30 2051 0519 € 143

UNIFORM MESH SC32 0426 0803 € 126

GOLD CUP BACKPACK BS04 0144 0058





TRAP COTTON VEST







HUNTING

Winter is over, the passion continues.

Hunting in hot climates, dog training, travelling, leisure: Beretta technology and comfort are by your side even in summer, whatever you are aiming for.

From the most technological to gabardine cotton; here are the themes of this section.

MOUNTAIN HUNT is the new summer collection designed for walks in the mountains, windproof, breathable, light and stretchy for perfect freedom of movement. Created in Soft Shell with three dimensional knitting, windproof membrane, internal layer in waffle weaved fleece and water-repellent outer finish.

Beretta's LIGHT PACLITE® offers the best of Gore-Tex® engineering, tailor-made to the hunter. Perfect protection from wind and rain in less than 500 grams; all the pockets and freedom of movement the hunter needs; jacket and trousers can be packed into the inner pocket like a K-way, and, since this year, available in two colors: brown and camouflage $Optifade^{TM}$.

SUMMER MULTICLIMATE is a comprehensive and extremely versatile line for both men and women. All Beretta's know-how is combined to offer optimal protection and comfort at a good price. Beretta BWB Membrane, Beretta Carbonfluo treatment, lining in breathable mesh, lots of pockets and adjustment options.

PARACHUTE is the new proposal for moving around in very hot climates. As light as parachutes, it is made from cotton poplin, silky to the touch. Trousers and vests are available in two colors, full of pockets and as perfect in the field as on holiday.

Completing the collection is SPORT SAFARI, a must-have dedicated to travel and safari enthusiasts. Safari jacket, Bermuda, vest and pants in resistant 'peach-touch' cotton twill, perfectly comfortable and functional without compromising the style.

To complete these summer looks, t-shirts with beautiful

For information about the technical details of our products,

visit our website at www.beretta.com

coordinated graphic patterns and impeccable polo shirts.





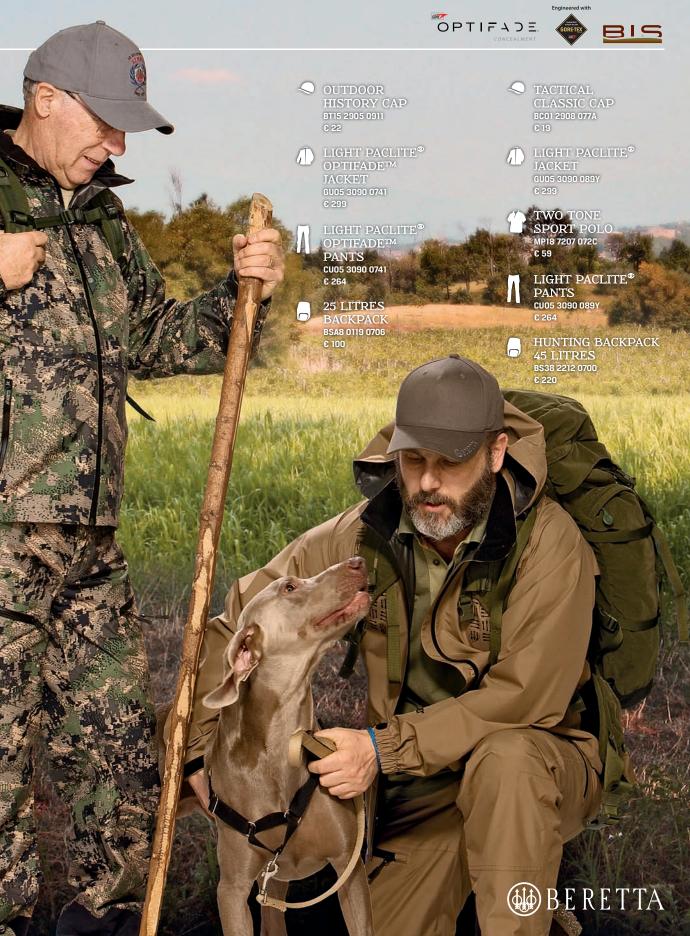
MOUNTAIN HUNT |











SUMMER MULTICLIMATE











SPORT SAFARI



VINTAGE YEARS

Tradition and innovation.

The most authentic characteristics of the Beretta genome, perfectly captured in each new Vintage Years collection.

Our tradition harks back to the dawn of the Italian Renaissance. Passion for excellence, skilled craftsmanship and painstaking attention to detail have been handed down while constantly reinvigorated and enriched over the years by the results of scientific progress, research and new materials. Vintage Years celebrates our origins and enriches them with advanced technological performance. When you put on a Beretta Vintage garment, you have the sensation of wearing 500 years of success. You can almost taste the incredibile entrepreneurial history of an Italian family that has succeeded in pursuing both a dream and a passion over 15 generations.

The Vintage Years collection is dedicated to hunters, to people in search of the earthy smells of the countryside, silence, fresh air, lush unspoilt woodland, walks through the hills alongside a dog companion, to people who love nature and the outdoor life and wish to 'wear it' during their everyday lives.

The Vintage Years Spring/Summer Collection has been created for leisure time and travelling in all their facets.

Presenting the 'Serengeti' safari jackets, icons of Beretta style and of a culture that celebrates the great travelers of the past, the all-purpose microfiber quilted clothing for the weekend, leather bomber jackets and jackets in tech cotton and canvas with an elegant weave for a more sophisticated urban look.

A combination of high quality materials, Italian craftsmanship and distinctive stylistic pedigree elevates the collection to a position above the ever-changing trends of fashion. High-quality fabrics and sports garments are harmoniously combined into versatile, timeless looks.

For information about the technical details of our products, visit our website at www.beretta.com

























B1 SIGNATURE

Functionality meets style.

Transport, protect, have everything at hand, stand out. Beretta has always offered a wide range of accessories for carrying items, all specialised according to their particular use. These range from practical versions made of technological fibers, to the most exclusive versions handcrafted from Indian buffalo leather. The accessories stand out in terms of quality, durability, protection, the ergonomic organisation of space and their design.

Sequel to the glorious B10ne accourrements line, the new B1 combines these features perfectly and is set to become the icon of the Beretta accessories range.

Two variations: B1 Travel, offering a wide range of travel bags, and B1 Signature, featuring every kind of gun sleeve and bags you need to transport firearms and cartridges. Extremely refined design featuring clean lines fitted to the firearm, highlighted by leather edging and distinguished

by Beretta diamond quilting. Light weight and great attention to ergonomics with the perfect load balancing for ease of handling and transporting.

No compromise on protection and safety thanks to the accurate positioning of the openings, all fitted with a double slider zip, and the memory-foam padding that snuggly encompasses and protects your firearm wherever you go.

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- 5. B1 SIGNATURE SMALL BAG 8580 3580 0715 € 85
- 6. B1 SIGNATURE MEDIUM BAG BS83 3580 0715 € 92
- 7. B1 SIGNATURE HULL POUCH BS85 3580 0715 € 66











- 1. ALL DAY USE 0C60 0001 0095 € 112
- 2. RACE 0CA8 0002 XXXX € 60
- 3. CHALLENGE 0CA1 0002 XXXX € 41
- 4. SUNGLASSES 0C12 0001 0009 € 75
- 5. POLARIZED SUNGLASSES 0C15 0002 XXXX € 124
- 6. "FLAG ITALIA" 0C17 0001 0009 € 87
- 7. ALL DAY USE 0C61 0002 0088 € 112
- 8. SHOOTING EARMUFFS CF10 0002 XXXX € 40
- 9. XPLOR TIME 0R10 0002 0730 € 383



THERMOS 1100 ml 0G98 0460 0560 € 36 THERMOS 500 ml 0G97 0460 0560 € 29



XPLOR FLASK 7 OZ 0680 0001 0900 € 26



XPLOR FLASK 4 OZ 0678 0001 0900 € 22 1526 FLASK 7 OZ 0G38 0001 0900 € 26

1526 FLASK 4 OZ 0G36 0001 0900 € 22





CREDITS: We would like to thank the Beretta Shooting Team athletes who have contributed to this catalogue, in order of appearance:
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Photography: Dario Piacentini – Styling: Eleonora Ardenghi.

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We therefore urge our customers to keep a constant check on whether the prices indicated are those currently listed.

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