RAY-BAN LAUNCHES LATEST MATERIALS COLLECTION AT EXCLUSIVE “FACTORY” EXPERIENCE WITH ROCK ICONS BLONDIE AND MS MR

New York (USA), May 16, 2014 – Last night, Ray-Ban celebrated the launch of its innovative new materials collection with an exclusive one-night only event in New York – DISTRICT 1937.

The experience brought to life a unique factory workshop environment on the fringes of the iconic Garment District, dedicated to exploring the unexpected materials used for the first time across some of the brand’s most legendary and recognizable styles.

Ray-Ban’s latest eyewear collection features five materials - leather, denim, steel, titanium and velvet. Designed for those who want to celebrate their individuality and stand apart from the crowd, the new collection fuses classic styles with a contemporary attitude for lovers of Ray-Ban yesterday, today and tomorrow.

Guests at DISTRICT 1937, including celebrities Gigi Hadid, Zoe Kravitz, Coco Rocha, Ireland Baldwin, Chromeo, Zosia Mamet, Katherine McPhee, George Kotsiopoulos, Annabelle Dexter Jones, Atlanta de Cadenet and Mia Moretti were treated to an incredible performance by rock ‘n’ roll legends Blondie, with support from alternative-rock duo MS MR. The amazing DJ set by the volcanic Jack Novack animated the rest of the event, staying with the guests until the doors closing. The event showcased Ray-Ban’s long association with the city’s rock innovators and fearless style icons.

Earlier in the evening in the factory workshop, Ray-Ban invited guests to explore the five materials and to discover how contemporary artists and designers have also used them in inventive new ways – such as Mark Evans’ etched-leather canvases, Anne Lilly’s kinetic steel sculptures, and Ian Berry/Denimu’s denim masterpieces, including Ian’s specially commissioned, one-of-a-kind portrait of Blondie’s Debbie Harry to honor the icon of punk rock, whose fearless style and New York attitude perfectly reflect the spirit of Ray-Ban’s new collection.

"We've had a lengthy love affair with Ray-Ban and have been wearing them for a long time,” said Blondie. “We love experimenting and pushing the boundaries, not only in our music but with our look, so we're excited to be working with Ray-Ban in celebration of their latest reinvention - their new materials collection."

DISTRICT 1937 also featured the Ray-Ban Remix Lounge – a zone dedicated to the brand’s unique customization service that allows you to create your own bespoke pair of sunglasses.

Global Ray-Ban Brand Director Sara Beneventi said: “This year marks an incredibly exciting time for Ray-Ban with the launch of the latest material-inspired collection. It’s always been a brand that’s at the forefront of design, innovation and, of course, style. We are excited to celebrate this at tonight’s DISTRICT 1937 experience where the materials in the new collection were really being brought to life."

Never just a transient trend, Ray-Ban eyewear has influenced popular culture over the past 75 years. With its latest collection of leather, denim, steel, titanium, and velvet eyewear the brand continues to push the boundaries of design, style and technology.
Luxottica Group S.p.A.
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