



## 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.



**About Ray-Ban:**

[www.ray-ban.com](http://www.ray-ban.com)  
[Facebook.com/RayBan](https://www.facebook.com/RayBan)  
[Twitter.com/ray\\_ban](https://twitter.com/ray_ban)  
[Instagram.com @rayban](https://www.instagram.com/rayban)

**Luxottica Group S.p.A.**

Luxottica Group is a leader in premium, luxury and sports eyewear with over 7,000 optical and sun retail stores in North America, Asia-Pacific, China, South Africa, Latin America and Europe, and a strong, well-balanced brand portfolio. Proprietary brands include Ray-Ban, the world's most famous sun eyewear brand, Oakley, Vogue Eyewear, Persol, Oliver Peoples, Alain Mikli and Arnette while licensed brands include Giorgio Armani, Bulgari, Burberry, Chanel, Coach, Dolce & Gabbana, Donna Karan, Polo Ralph Lauren, Prada, Starck Eyes, Tiffany and Versace. In addition to a global wholesale network involving 130 different countries, the Group manages leading retail chains in major markets, including LensCrafters, Pearle Vision and ILORI in North America, OPSM and Laubman & Pank in Asia-Pacific, LensCrafters in China, GMO in Latin America and Sunglass Hut worldwide. The Group's products are designed and manufactured at its six manufacturing plants in Italy, two wholly owned plants in the People's Republic of China, one plant in Brazil and one plant in the United States devoted to the production of sports eyewear. In 2013 Luxottica Group posted net sales of more than Euro 7.3 billion. Additional information on the Group is available at [www.luxottica.com](http://www.luxottica.com).

**Safe Harbor Statement**

Certain statements in this press release may constitute "forward looking statements" as defined in the Private Securities Litigation Reform Act of 1995. Such statements involve risks, uncertainties and other factors that could cause actual results to differ materially from those which are anticipated. Such risks and uncertainties include, but are not limited to, the ability to manage the effects of the current uncertain international economic outlook, the ability to successfully acquire and integrate new businesses, the ability to predict future economic conditions and changes to consumer preferences, the ability to successfully introduce and market new products, the ability to maintain an efficient distribution system, the ability to achieve and manage growth, the ability to negotiate and maintain favourable license agreements, the availability of correction alternatives to prescription eyeglasses, fluctuations in exchange rates, changes in local conditions, the ability to protect intellectual property, the ability to maintain relations with those hosting our stores, computer system problems, inventory-related risks, credit and insurance risks, changes to tax regimes as well as other political, economic and technological factors and other risks and uncertainties referred to in Luxottica Group's filings with the U.S. Securities and Exchange Commission. These forward-looking statements are made as of the date hereof and Luxottica Group does not assume any obligation to update them.