



GENUINE SINCE 1937

## INNOVATION AND LEGEND: PRESENTING RAY-BAN'S FW 13/14 COLLECTION.

True to its international icon status, Ray-Ban maintains its distinctive style while reinventing it collection after collection. For the next Fall-Winter, the brand confirms its resolute character and a contemporary spirit that stems from a legendary history.

Early Ray-Bans were created in 1937 with a technological DNA. The Aviators were designed to protect US Air Force pilots from the harshness of high altitude light, but soon became Hollywood stars' favorite sunglasses and established cult objects. Over time, the creation of new models with original lenses and shapes, made from leading-edge materials, built a myth that would fascinate entire generations.

New features concern evolutions in the use of innovative, high-performing materials like carbon, aluminum and titanium, as well as the exceptional properties of LiteForce, used in the aerospace, electronic and medical industry, first introduced in the past season demonstrating unique flexibility, lightness and durability.

This technology-based comfort takes shape in incredibly contemporary styles, without ever losing the brand's unmistakable iconic elements.

### SUN

#### Ray-Ban Tech- LiteForce RB4195



The new version of Ray-Ban's iconic, timeless Wayfarer is made of LiteForce, a hi-tech material with extreme performances in terms of lightness and resistance. The frames and lenses, offered in new colours, set off the silver touch of the classic ovals on the front and the logo in relief on the temple. Available in glossy black, matte black, metallized brown, metallized blue, metallized silver, in combination with different standard or polarized lenses.

#### Ray-Ban Legend Icons RB3507



Ray-Ban Clubmaster is one of Ray-Ban's most iconic models, a genuine best seller with its proud vintage allure that continues to win over new fans. The new version has been redesigned in aluminium for lighter weight, pleasant texture and perfect fit. The front has also been restyled and features a flat design that defines even better the original shapes and details. In addition to the classic black, the colour versions – with matching crystal lenses – emphasize the metal tones: silver, gunmetal, bronze. Also available with polarized lenses.

### Ray-Ban New Special Series polar lenses

Ray-Ban enriches its icon models with special colored and polarized lenses. A wave of fresh, vivid colors from Ray-Ban's historical archives has been revamped with increasingly advanced technology for better, sharper vision.

Harmoniously combining the timeless appeal of Ray-Ban's heritage with the innovation of polarized lenses and perfect functionality, the Special Series is sure to create a uniquely trendy look.



#### RB2140

Ray-Ban's Wayfarer, the model that has become an icon of style, a favourite with rockstars and divas, constantly in the limelight because of its unparalleled vintage glamour, is now available in matte black with polarized lenses in 3 new colors.



#### RB3025

The Aviator, Ray-Ban's first model with the signature teardrop shape created to stay close to the face and provide maximum protection from glare, is now available with polarized lenses in 5 new colors.



#### RB3016

Clubmaster is Ray-Ban's most iconic model, a genuine best seller with its proud vintage allure that continues to win over new fans. It is now available with polarized lenses in 4 new colors.

## OPTICAL



### **Ray-Ban Tech- LiteForce RX7018**

Ray-Ban's first LiteForce optical frame is rectangular shaped in typical Ray-Ban style, with slightly rounded angles. The Tech line is made of LiteForce: this futuristic material, introduced by the brand last year, features extreme lightness and resistance. These properties allow for thin, elegant design and maximum wearing comfort. Colour variants include glossy black, matte metallized dark grey, matte metallized light brown, matte metallized blue and matte metallized red. The logo is laser engraved on the temple; the hinges are gunmetal colour metal.



### **Ray-Ban Legend Icons RX5299**

This large-sized, structured frame is in line with Ray-Ban's distinctive design. The thick lines emphasize vintage inspiration. The front is illuminated by iconic metal rivets - a detail that, together with the rounded hinge and logo in relief, accentuates these glasses' character. The material (acetate in a proprietary composition) is offered in multiple colour combinations.



### **RX5301**

This sophisticated model is inspired by the well-established vintage trend, with that special twist. The interpretation is elegant, with perfectly balanced proportions between frame thickness and lens size. The ideal frame to intensify the gaze, made more precious by design details like the metal rivets on the front and the rounded hinge replicating historical Ray-Ban styles.

Made of hand-finished acetate.



### **Ray-Ban Highstreet**

#### **RX6253**

Minimal design and flat metal construction characterize this model, featuring a wide rectangular frame with softly rounded angles and two-dimensional volume. Extremely lightweight and designed to please the most demanding tastes. The original rounded hinge emphasizes the model's young, contemporary allure. Made of hand-finished acetate.



#### **RX6254**

These wide classes feature a thin design and soft curves, modernized by a very lightweight, two-dimensional frame inspired by the classic front of the classic Wayfarers. The ultralight double bridge on the front and the new rounded hinge make the line more elegant and give the model an intellectual-chic look.

#### **About Ray-Ban:**

[www.ray-ban.com](http://www.ray-ban.com)  
[Facebook.com/RayBan](https://www.facebook.com/RayBan)

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

Luxottica Group is a leader in premium, luxury and sports eyewear with approximately 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. House brands include Ray-Ban, the world's most famous sun eyewear brand, Oakley, Vogue, Persol, Oliver Peoples, Arnette and REVO, while licensed brands include Giorgio Armani, Bvlgari, Burberry, Chanel, Coach, Dolce & Gabbana, Donna Karan, Polo Ralph Lauren, Prada, 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 2012, Luxottica Group posted net sales of more than €7.0 billion. Additional information on the Group is available at [www.luxottica.com](http://www.luxottica.com).

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