



GENUINE SINCE 1937

RAY-BAN FW 2017

ALWAYS TOP OF THE CHARTS: THE ICONS

Celebrating the success of this year's chart-topping releases, the Ray-Ban festival season rocks on! Bridging past and present, the world's most popular eyewear brand evolves cult style into luminous new tones and shifting shades.

Never afraid to mix it up, Ray-Ban opens the show with a contemporary tribute to its most iconic shape: the Ray-Ban Aviator. Exploding onto center stage as the latest star of the daring new Blaze story, flat mirror shades and a bold new bar give the icon of icons larger-than-life appeal with a cutting-edge look and feel.

Next-up, high-definition color profiles and light gradient shades on super-fine double bridge metal styles showcase the look of this year's hottest trendsetters, giving Ray-Ban showstoppers and fresh protagonists a radical spin on bohemian cool.

And finally, the bold personality of a trend leader frames cult metal style from an all new angle – introducing The Marshal.

The closing act flaunts showdown optical style on statement metal icons and highbrow Clubmaster and Clubround frames with trending transparent and striped brows to give this year's optical selection must-have status for style gurus who rock to their own beat.

Stand out from the crowd in one-of-a-kind style – Ray-Ban.



RB3584N – Aviator Blaze

Cutting-edge style and unbreakable spirit redefine the icon of icons – the Aviator is back in Blaze! Featuring a steel front and bold upper bridge, the original pilot shape gets a boost with an innovative rimless flat lens-over-frame construction featuring gradient or G-15 lenses on classic gold, silver and gunmetal frames and electric mirror shades on a demi-gloss black version for a high-energy profile that shouts fun with attitude!



RX6489 – Aviator Optical

Super fine color profiling revamps the profile of optical eyewear with an inimitable Ray-Ban full metal shape: the Aviator optical – a trendsetting icon forever! Unique color rims redefine the visual concept of this one-of-a-kind design, giving timeless silver or gold frames contemporary Havana, black or blue accents for high-definition style.



RB3025 – Aviator Evolve

The master of lens technology evolves high-flying style into a new world of color – welcome to Evolve! This cult metal shape sets its focus on the dials of contemporary style with classic gold, silver or high definition black metal rims and innovative light sensitive shades that change color in the light. Flaunting superior UV400 filters, iconic green or brown and on-trend blue and yellow lenses in varying densities are matched to iconic metal tones and modern black frames for a trend-right selection.



RB3648 – The Marshal

A fusion of this year's best performing icons defines the unmistakable profile of an exciting new icon – introducing The Marshal. Fusing the unique angled profile of The Hexagonal and the flat upper bar and temples of The General, this distinctive look is made to rank only with the best. Available in 7 refined color options, including polished gold, silver and gunmetal and modern total black, with iconic G15, polar green and grey gradient lenses and 3 new gradient mirror shades for a more contemporary look.



RB3588 – RB3589

Super fine double bridge shapes raise the bar on metal profiles with high-definition colored rims and light gradient shades for a fresh look that brings cult status into the world of pop. These stylish metal shapes come in classic shiny gold with a choice of black, brown, bordeaux, orange or blue rims. New light gradient lenses complete the look for trendsetting style with an authentic Ray-Ban feel.



RX5154 – RX4246V

Never afraid to raise a brow or two, the Clubmaster and Clubround (Color refresh style) lighten up with contemporary transparencies and striped-effect bilayers for must-have contemporary appeal. Trendsetting clear transparent brows or striped options in combinations of blue/brown/beige and grey make sure this contemporary optical interpretation of the one and only Clubmaster icon will fit the playful personality of contemporary intellectuals who love to raise brows! Join the Club in absolute Ray-Ban style.

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