RAY-BAN HOLIDAY CAMPAIGN 2018
Go back to what you belong to and shout it out

For over 80 years Ray-Ban has been forging its name as the most iconic eyewear brand. Its glasses tells a story through decades, trends and the people that wear it. It’s about seeing and being seen, and ownership of one’s own individuality – of dictating who we are instead of being told. But most of all it’s about sharing what it is to be you, with people who understand it. It’s about that feeling of belonging, without conforming.

Ray-Ban's latest campaign taps into something familiar for holiday season, Proud To Belong. It’s a campaign built on returning to your roots, where you belong, and with that, rediscovering your sense of self. A sense of place and identity are linked, but more important than geography is what and who you find there, and how they can define you. It doesn’t matter what your story is, or how it’s changed – friendships merge, gender roles are shed, new lovers are introduced, race becomes immaterial – it’s about exploring what it means to you. For some of us, it’s meeting friends we don’t see as much as we’d like, about reverting to being kids with your extended family and about watching the next generation growing up in our neighbourhood. It’s about family – the one you have, the one you choose, and what that word means to you in its most modern sense. Proud to Belong is the visual definition of togetherness, acceptance and personal identity whether holiday season means extended family or being a social outsider.

For this holiday season Ray-Ban are creating a story about this feeling with the relaunch of two of its seminal hero styles – the Meteor and the Nina – born in the 1960s. The Meteor is practical, modern yet rooted in nostalgia. It's America coming alive in a post-war era. It's the jazz player blowing for his life at the Village Vanguard. For you, it's the sweep of the bay as you make for your home port. Inspired by the Wayfarer, it comes with a rounder lens and larger bridge. Choose between a firmly 1960s style in black, something more unisex with a tortoiseshell finish or an ice coloured see-through frame which brings this shape into the contemporary.

The Nina is about being who you want to be – with people who understand you. Comprised of a sharp cat-eye frame, a keyhole bridge and iconic rivets, this is the spirit of 1960s sensuality distilled into eyewear. It's the French bombshell sipping spritz in a Roman palazzo. It's the filmstar walking the pavement in the eyeline of a paparazzo. They come in distinct tortoiseshell prints, acutely coloured lenses in a flattering palette of washed violet, yellow or orange, small markers of individuality.

The campaign images show these are designed for every person, and every situation. From the last great night of the year when you’re reunited with the love you lost on your way to the greatest party of the year, to being on the boardwalk – your territory – with the kids you grew up with, to that familiar the annual holiday photograph which you love and dread in equal measure. From realising this is the last time you’ll sip coffee with three generations of your family, or that first holiday spent with your new modern family or with friends you’ve known for five decades with whom you revert to being kids the moment you see them, the feeling is the same. It’s about you and them and sharing that. To belong is to be – without one, the other couldn’t exist.
Wherever you go, whatever you do, a sense of belonging is what defines you. So too the people you’re with. Who you’re with is who you are. #ProudToBelong

Family drives you crazy, family makes you laugh and family make you cry. You can’t escape them – but why would you? Family is everything. #ProudToBelong

Traditions we love are not rituals set in stone. They have nothing to do with rules. Traditions we love are like that old sweater you wear when you want to feel at home - or the pants you don’t want to wear at all. And they belong to you only. #ProudToBelong

Holiday season is about taking stock of what matters to you most. So look back over what happened, what was lost and what was gained. Most of all it’s about what is yours to remember. #ProudToBelong
You walk down the street you used to see every day, and suddenly every voice sounds like an old film you could quote. You see the smiles, you hear the jokes, and you can’t help but feel that a part of you still belongs there. #ProudToBelong

It doesn’t matter what other people think of you. It’s how you see the world, through whatever lens feels appropriate to you. Don’t forget your roots – they haven’t forgotten you. #ProudToBelong

This is you and them. Them and you. Love, familiarity, and family, whatever shape it takes. The people that define you – what more could you want? #ProudToBelong

The last great night, that first dawn after the after party and the beginning of something new. #ProudToBelong
There are bonds that work just like time machines. All it takes is a look into one another's eyes, and suddenly you're back to what you used to be. The fun, the laughs, the places. You know you still belong there. And it's a great feeling. #ProudToBelong

Look at that snapshot, that second in which three generations are together for one day, with a love rooted in something deeper than bloodline. Life will move on but your family will remain anchored by that moment. #ProudToBelong

Roots are not only the ones you were born from. No. The strongest ones are those you plant on your own. They may be way younger, but damn, they are deep. #ProudToBelong