Ray-Ban, the world’s leading eyewear brand, celebrates the hot spirit of the Carioca summer in 2014, the energy and passion of Brazil, with a capsule collection starring one of its icons, the New Wayfarer, decorated with a motif designed by Brazilian artist Elvis Mourão: the Ray-Ban New Wayfarer Ltd Brasil Edition.

The artist, specialising in graffiti, uses any source of inspiration coming from reality and blends it with his dreams and eclectic visions. With these elements, he creates hypnotic tableaux where eyes and fish chase each other, characters dart around, crowns rise high above heads, and words like Peace and Hope pop up here and there, in an optical play of black and white dotted with touches of pink.

A design student, Elvis Mourão is from Guarulhos, a city in the metropolitan area of São Paulo. He started making graffiti at the age of 15 and has never stopped since. An illustrator and a designer, he has decorated waste containers, front doors and urban furnishings, enriching even the most desolate areas with his amazing graphic narratives.

These intricate, multiform motifs are also found in the 4 models of the Ray-Ban New Wayfarer Ltd Brasil Edition, already available online at www.ray-ban.com, one of which will only be offered until 31 August.

Scales, beaks, hearts and flags do Brasil are the highlights of the New Wayfarer, as memorable as the summer of 2014.

1. Black front, Brasil pattern on black on the temples, G-15 lenses.

2. Black front, Brasil pattern on black on the temples, silver mirror lenses.
3. White top on black front, Brasil pattern on black background on the temples.

4. Brasil pattern on the front, Brasil pattern on black on the temples. This model with the Brasil motif all over is a limited edition available until the end of August 2014.

This collection is only available online from Ray-Ban.com in the US, Canada, France, Germany, Italy, Spain, UK, Austria, Ireland, Netherlands and Belgium. 200 pieces will soon be available in Brazil as well.