



PRESS RELEASE

RAY-BAN OPENS FIRST STORE IN JAPAN



Tokyo, June 28 2018 – Ray-Ban, a global leader in premium eyewear, will open its first store in Japan in Shibuya, Tokyo, on June 29th.

Timeless style, authenticity and freedom of expression are the core values of the Ray-Ban brand, a pioneer in sun and prescription eyewear for generations. Since the introduction of the iconic Aviator model created for the aviators of the United States Army, Ray-Ban has been at the forefront of cultural change, becoming a symbol of self-expression, worn by celebrities, music artists and public figures all around the world.

The new Shibuya store, which is 103 m², will have the largest selection of Ray-Ban sunglasses and optical available in Japan, including several limited editions models never before sold in this market.

“This is an important benchmark in Ray-Ban’s continued expansion: the Japanese consumer is extremely well educated and knowledgeable about quality and trends, and this location will bring them the ultimate eyewear experience”, says Francesco Arcuri, Luxottica Japan General Manager. *“Irrevocably entwined with music and pop culture at its core, the store will showcase Ray-Ban’s classic iconic but not only”.*

On the front-line, Ray-Ban pulls out in fact the big guns in a revolution of the brands most iconic shapes, conquering new territory without losing sight of its origins as the bravest of the lens makers and introduces the Ray-Ban Evolve collection! Revamping the cult profiles of Aviator and timeless round shapes, as well as the one and only Wayfarer, innovative new photo-chromatic and washed color polar lenses show what it takes to be a true icon: accept the challenge, change.

Overall the store will boast over 900 pairs of eyewear, providing international and full-fitting Asian design assortment of sunglasses, optical and junior, and also **Ray-Ban truly authentic**



prescription lenses – right down to the stamp. Marrying innovative lens technology with frame design has been

at the core of the brand for decades. In 2017, Luxottica has gone one step further, offering lenses that allow Ray-Ban lovers to combine the style they love with the prescription they need.

The new store is a hub of inspiration reflecting the iconic brand’s ingenuity. Ray-Ban was built on the spirit of creativity which will be reflected throughout the store’s environment, bringing Ray-Ban’s heritage into the present and offering all generations a stimulating shopping experience that thrives on innovation.”

As an iconic brand, Ray-Ban products have become legendary over the years, establishing the brand eyewear brands in the world. After the opening of the first Ray-Ban Flagship in New York in 2015, and more recent openings in London, Shanghai and Milan.

“We want to create an experience and not just a store for Ray-Ban customers,” says Alessandro Chiarelli, Global Ray-Ban Brand Director. “We want to translate the core principles of the Ray-Ban spirit into a physical space, the best expression of the Ray-Ban brand”.

The store will be a celebration of expression and creative spirit where those who shape tomorrow’s music, art and cultural scenes will come together to experience the physical manifestation of the Ray-Ban lifestyle alongside new releases in an atmosphere reflecting the brand’s DNA.

In-store, digital tools create an engaging experience where customers can dive into product stories and the history of the brand. They not only have access to the wider-ranging collection in-store, but also an endless aisle through Ray-Ban.com and product exclusivity integrated into the space.

To reinforce the brand’s connection with the consumers, store associates have been trained to guide consumers to select the most suitable pair of Ray-Ban to match their face features and their personality, and to discover Ray-Ban heritage with the latest product offerings.

Address	1F 1-20-11 Jinnan, Shibuya, Tokyo 150-0041
Telephone	+81-3- 6416-5601
Store Hours	Monday through Sunday, 11:00 – 20:00

About Ray-Ban:
www.ray-ban.com

The brand Ray-Ban was registered and marketed in 1937. Originally known as ‘Anti-Glare’ by pilots for its basic function, Ray-Ban was ultimately rebranded to emphasise how this new accessory could effectively block (**Ban**) sun rays (**Ray**). With the foresight that the style was well-designed and could appeal to the masses, it was officially coined the name Ray-Ban Aviator in **1937**. The frames became an instant classic and has permeated iconic style ever since. Through every decade of its existence, Ray-Ban has shaped popular culture. Never just a transient trend, Ray-Ban eyewear mark out the wearer as an individual of taste and discernment. And now, more than 80 years after the first pairs of Ray-Ban Aviator helped US pilots reach new heights, Ray-Ban remains an enduring classic.