



## RAY-BAN NEW ARRIVALS: CREATE AN ICONIC LOOK FOR SPRING

Ray-Ban's frames are as iconic as the people that wear them. Mixing innovative new designs with remastered classics, the SS17 collection pays tribute to the pioneering spirit of the brand. Whatever style you choose, seize the spotlight this spring with a pair of frames that make as much of a statement as you do.

### NEW FOR SS17

Find your perfect fit with these style staples. Double-bridged and full metal frames accompany a brand new icon: Ja-Jo.

### INTRODUCING JA-JO

This season's festival must-have: frame every music moment this summer with the new Ja-Jo. In the extra-large round shape the spirit of the 60s is reborn. Add a splash of color to complete your festival look – washed colored lenses hark back to the festival greats. With both sunglasses and optical styles to choose from, you won't miss a single beat.



**RB3592** – New **Ray-Ban Ja-Jo sun** with oversized full metal frame available in gold, silver and copper, perfect when paired with one of the seven sugary-hued mirrored lenses including: pink, green, orange, yellow, dark violet and light blue.



**RX6392** - New **Ray-Ban Ja-Jo optical** with oversized full metal frame available in gold, silver and copper, perfect when paired with one of the seven sugary-hued mirrored lenses including: pink, green, orange, yellow, dark violet and light blue.

### NEW IN THE LINEUP

Lead the hottest trend this season with the new **Ray-Ban Round Double Bridge**. This acetate shape now has a sleek metal bridge that comes in a range of popping colors. Go playful with a yellow frame paired with a green and blue gradient lens – perfect for any street party. Or go slick with classic black and green lenses.



**RB4279** – New **Ray-Ban Round Double Bridge sun** in acetate with a unique double bridge. Frames are available in black, yellow, light blue, pink, violet and havana. Varied lenses to compliment include: classic brown, green, polar green, as well as four new multi-gradient lenses.

Do it differently with the **Ray-Ban Double Metal Bridge**. With a super-fine, metal double bridge set against a smooth acetate frame, this sophisticated style combines with a modern design that makes this frame a classic fixture in your wardrobe.



**RB2183** – New **Ray-Ban Double Metal Bridge sun** in acetate featuring a super-fine metal bridge. Available in total black, or four new bi-layer fronts in variations of brown havana, horn beige, havana beige and yellow/brown and six sun lenses including: classic green, brown, polar green and three color gradients.

Round off this season with full metal frames. Another double bridge, with super-thin temples, the new **Ray-Ban Full Metal Round** is an immediate contemporary icon. The chic design is complimented with gold or black metal frames and lenses ranging from flash gradient to original green, brown or gray.



**RB3647N** – New **Ray-Ban Full Metal Round sun** with fine double bridge and ultra-fine metal frame available with six sun lens variations, including: classic green, brown, polar green and three flash color gradients.

#### REMASTERED FOR SS17

It's not just about fresh new frames. For SS17, Ray-Ban has remastered some of the classics bringing them straight into the now with new colors, lenses and unexpected finishes. Start where it all began: **the Aviator**. Across sunglasses and optical, soft pastel gradients combine with burnished bronze frames – true Ray-Ban soul, revamped.



**RB3025** – Remastered **Ray-Ban Aviator sun** with its distinctive pilot silhouette updated with three tones of bronze metal rims, super fine temples and three warm tone gradient lenses.



**RX6489** – Remastered **Ray-Ban Aviator optical** available with super fine metal rims and flat temples, in classic silver, gold and light brown.

Meanwhile, the iconic **Ray-Ban Club Round** is reborn with a brand new natural wood frame and fresh colored lenses. Soft rubber frame layering and premium polar lenses give its bohemian cool a technical edge. Or choose from three rainbow mirror gradients to complete your favorite look, from green to violet and blue to red.



**RB4246M** – New **Ray-Ban Club Round Wood sun** style in a natural wood frame with soft rubber layers, fine metal rims and engraved metal bridge. Available in five variations including maple, walnut, cherry tree wood and colored rubber, with polar brown, green lenses or flash gradient lenses.

## COLOUR REFRESH

For SS17 Ray-Ban has refreshed some of their definitive styles with a punch of colour. The **Clubmaster** takes on a new, contemporary guise with bronze metal rims, spotted brow colors and gradient mineral lenses for a fun, kaleidoscopic effect. Or, go bright with three fresh color ways of the **Ray-Ban** round frame. Yellow, light blue or violet frames paired with mirrored multi-gradient lenses add edge to your look.



**RB2180** – Color refreshed **round frame sun** comes in three new colors including yellow, light blue and violet - paired with the latest multi-gradient mirror lenses in bold colors including: green mirror blue, gradient violet, green mirror lilac gradient violet, brown mirror gradient silver.



**RB3016** – Color refreshed **Clubmaster sun** with new bronze metal rims and luminous spotted acetates with contemporary gradient mineral lenses for a rainbow effect.

## SUMMARY

Find your style this spring with Ray-Ban. From re-engineered classics to chic new models, celebrate iconic design your way. Fresh. Bold. Individual. Make your look iconic with Ray-Ban spirit.

### About Ray-Ban:

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