For spring-summer 2015, Ray-Ban presents its new explorations in the world of materials and technology, and creates innovative, intriguing versions of its iconic models along with new sun and optical styles.

Ray-Ban has been synonymous with experimentation, adventure, functionality and design since 1937. The first Ray-Bans, the Aviators, created for US Air Force pilots, are a perfect combination of aerodynamic style, comfort and technical performance. This is why since they were first offered on the market they have never stopped collecting new fans. Another two of Ray-Ban’s styles have become timeless icons: the Wayfarers, with their unique design conceived for men and women of character, and the Clubmasters, with their assertive upper profile and their vintage intellectual look.

In this season, Ray-Ban continues its research into the possibilities offered by the new technologies. In particular, Liteforce – a material used in the aerospace industry – has a major role in two new sport styles in the sun segment, and in a mini collection in the optical segment: Ray-Ban uses this ultra-light, highly durable material to produce extremely lightweight and long-lasting models. The Light Ray technology, based on a titanium alloy and a patented screwless, weldless hinge, has been advanced into Light Ray 2.0, featuring an innovative mix of nylon and Light Ray. As epitomes of design, both the Wayfarer and the Aviator were the ground breakers of this new combination of innovation and style. But it is the Wayfarer that claims the role as the icon of spring-summer 2015: offered in denim, and leather, as well as Liteforce in the optical version, or in a new premium acetate with an original fleck effect, the model demonstrates its ability to meet any challenge and to maintain its cachet across materials and new technologies.
Aviator: like the other icons of the brand, the Aviators are being refreshed and revamped with new materials and colours. The brass-like effect gives the metal frame a vintage patina, in sharp contrast with the contemporary look of the mirrored lenses in vibrant colours. Available combinations include: semi-gloss brushed bronze with grey-purple, red, lilac or blue mirrored lenses.

Caravan: another Ray-Ban classic restyled with a brass effect on the metal frames and mirrored lenses in totally new shades. Available combinations include: semi-gloss brushed bronze with grey-purple, red, lilac or blue mirrored lenses.
Ray-Ban’s creative experimenting with materials extends to the Clubmasters, now offered in a new total-metal unisex optical version in a shape inspired by the Clubmaster, but with more rounded lines. The redesigned flat front gives even sharper definition to the original shapes and details, like the elaborate temples. Colour variants include: matte brown, matte silver, matte gunmetal, black and matte silver, or black and matte gold.

The Light Ray technology (titanium frames with patented weldless hinges) moves a step forward to become Light Ray 2.0, a revisited version of the Light Ray technology in a modern, minimal key, originating two new versions of the Aviator and Wayfarer sunglasses.

With fronts of ultra-thin nylon and temples of 100% pure titanium, these models look incredibly modern in their combination of innovative materials, like matte clear nylon in intriguing contrast with blue, green or orange mirrored lenses. This synthesis of lightweight technology results in amazingly durable glasses.

In these technologically advanced versions of the classic Wayfarer and Aviator styles, the finishes have been changed to produce a sharper contrast with the sun lenses. Available with blue, green and orange mirrored lenses; matte dark blue with gradient grey lenses; matte black with grey lenses, and matte brown with gradient brown lenses.
Liteforce is a next-generation material already used by Ray-Ban for sunglasses, and now also available in the optical segment. Liteforce is a semicrystalline thermoplastic with outstanding resistance to chemical and mechanical agents. For this reason, it is used in the aerospace and chemical industries. Its key benefits in optical applications are lightness, flexibility, durability and comfort. This makes it particularly suitable for lightweight optical glasses of superior comfort.

**TECH LITEFORCE**

Liteforce is a next-generation material already used by Ray-Ban for sunglasses, and now also available in the optical segment. Liteforce is a semicrystalline thermoplastic with outstanding resistance to chemical and mechanical agents. For this reason, it is used in the aerospace and chemical industries. Its key benefits in optical applications are lightness, flexibility, durability and comfort. This makes it particularly suitable for lightweight optical glasses of superior comfort.

**SUN**

This new sun style features a sporty casual look and a wide rectangular shape. The frame is entirely made of Liteforce, with a semi-gloss or semi-matte finish. The Ray-Ban logo is engraved on the precision cast hinge. Offered in black with green lenses; amaranth red with gradient brown lenses; matte blue with gradient grey lenses; dark brown with brown polarized lenses; and dark purple with gradient grey polarized lenses.

**OPTICAL**

The classic Wayfarer turns into a versatile, lightweight frame in the Liteforce optical version. With the high level of lightness and comfort ensured by the Liteforce technology, even glasses with a strong character like the Wayfarers become lightweight to provide a superior fit. The style comes in a wide range of colours, from matte dark grey to glossy purple red, through matte dark blue and matte green.
Luxottica Group S.p.A.

Luxottica Group is a leader in premium, luxury and sports eyewear with over 7,000 optical and sun retail stores in North America, Asia-Pacific, China, South Africa, Latin America and Europe, and a strong, well-balanced brand portfolio. House brands include Ray-Ban, the world’s most famous sun eyewear brand, Oakley, Vogue Eyewear, Persol, Oliver Peoples, Alain Mikli and Arnette, while licensed brands include Giorgio Armani, Bulgari, Burberry, Chanel, Coach, Dolce & Gabbana, Donna Karan, Michael Kors, Polo Ralph Lauren, Prada, Starck Eyes, Tiffany and Versace. In addition to a global wholesale network involving 130 different countries, the Group manages leading retail chains in major markets, including LensCrafters, Pearle Vision and ILORI in North America, OPSM and Laubman & Pank in Asia-Pacific, LensCrafters in China, GMO in Latin America and Sunglass Hut worldwide. The Group's products are designed and manufactured at its six manufacturing plants in Italy, three wholly-owned plants in the People's Republic of China, one plant in Brazil and one plant in the United States devoted to the production of sports eyewear. In 2013, Luxottica Group posted net sales of more than Euro 7.3 billion. Additional information on the Group is available at www.luxottica.com.

Safe Harbor Statement

Certain statements in this press release may constitute “forward looking statements” as defined in the Private Securities Litigation Reform Act of 1995. Such statements involve risks, uncertainties and other factors that could cause actual results to differ materially from those which are anticipated. Such risks and uncertainties include, but are not limited to, the ability to manage the effects of the current uncertain international economic outlook, the ability to successfully acquire and integrate new businesses, the ability to predict future economic conditions and changes to consumer preferences, the ability to successfully introduce and market new products, the ability to maintain an efficient distribution system, the ability to achieve and manage growth, the ability to negotiate and maintain favourable license agreements, the availability of correction alternatives to prescription eyeglasses, fluctuations in exchange rates, changes in local conditions, the ability to protect intellectual property, the ability to maintain relations with those hosting our stores, computer system problems, inventory-related risks, credit and insurance risks, changes to tax regimes as well as other political, economic and technological factors and other risks and uncertainties referred to in Luxottica Group’s filings with the U.S. Securities and Exchange Commission. These forward looking statements are made as of the date hereof and Luxottica Group does not assume any obligation to update them.