



GENUINE SINCE 1937

Ray-Ban Spotlights Initials Only in New Campaign
Rising in Style this Fall Season to Make Your Mark





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Opening our horizons to an exciting new universe of style, this year's new Ray-Ban campaign is all about giving our products the chance to trailblaze. And a hard-to-miss trademark is set to take them far.

With fresh focus on optical style and the brand's hallmark made-to-match lenses, as well as clear-to-dark Transitions sunshades, when it comes to looking cool and seeing better, the iconic RB initials-only goes back to basics with major Ray-Ban attitude. Ray-Ban lovers know that RB initials-only is a staple always featured on all Ray-Ban prescription lenses. Now, in the spotlight, worldwide, cross-channel packing a serious punch and becoming a powerful new signifier.

A pared-down take on high-impact design, the new style selection makes vision excellence a total style statement. From trendsetting wired frames and 2000s throwback metal styles to bold profiles and minimal acetate shapes the look is youthful, unisex, and made to fit the profile of global trend makers.

Ready to see the difference?



THALIA OPTICAL ORX5395

With its soft flat-brow design and trendy retro allure, the Thalia brings fresh attitude to the world of optical design. Featuring light, minimalist profiles with Ray-Ban lens logos and squared rivets, this unisex frame comes in trendy heritage havanas and total black for a versatile look that never gets old.



THALIA SUN ORB2195

Light, spontaneous, and original, the Thalia goes from old-school to street star without missing a beat. It's got retro charm and contemporary style, it's confident, unisex and always ready to go. Plus, cool legacy Havanas or black and classic solid lens make sure attitude is a look.



JACK OPTICAL ORX6465

Allowing this iconic optical style to shine, flat-top angles and the metal wire framework make the Jack a legend, dedicated Asian Fitting and adjustable nose pads & temples make it a global star.



JACK SUN ORB3565

Minimal design with maximum impact, the Jack is ready for a new season in the sun, and it's looking good. Adding contemporary angles to iconic style, this light, unisex wire frame blends minimalist style with classic shades to prove that wired Ray-Ban design is always cool.



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JIM SUN ORB3694

Off-beat, unconventional and always up for anything, Jim is full-on when it comes to iconic style with contemporary attitude. Keeping things light and cool, colorful temple tips and gradient Chromance mirror shades bring the style of late 80's icons up to date, classic metal tones and crystal lenses make it nothing short of a legend.



NEW CLUBMASTER OPTICAL ORX7216

Evolving an authentic Ray-Ban icon with loads of contemporary attitude, the New Clubmaster frames the look of trailblazing minds with rule-breaking creativity. Streamlining the original bold brow shape, new nature-inspired bordeaux, blue and green color options, bring the bold-brow style up to date, soft angles and trendy metal tones give the rims and temples fresh appeal.



ORB3699

Cool and wearable, vintage Havana and playful bi-layer acetate temples play up the sculpted framework of this softly squared, high-bar metal shape with the throwback style of a new millennium classic, state-of-the-art crystal Chromance lenses keeps its eye on the future.



ORX6485

In a throwback to the early 2000s, new millennium vibes play up versatile metal tones and Havana or bi-layer acetate temples to make this genderfluid look the easiest take on cool, ever. Cool, yet super wearable, the trendy double bridge and sleek metal colors make it a winner



ORB3702

Winning style evolves, and Ray-Ban knows exactly how to keep the pace. Giving sleek metal profiles a subtle sporty undertone, an eye-catching dipped bridge and crystal Chromance or gradient shades revamp this gender-fluid metal silhouette.



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ORB4389

Feminine, with a daring twist, this bold-profile makes hard to miss style an everyday affair. Freshening-up the retro mood with transparent colors and gradient shades, signature metal letter logos on the bold temples add head-turning finish.



RB4386

Evergreen with a contemporary edge, with its a sleek shaped temple and metal hinge and fresh color selection, this timeless shape keeps you looking cool, whatever the season. In trendy transparent colors like teal, caramel and grey, and state-of-the-art Chromance lenses, or versatile classics and crystal shades, this unisex design literally looks good on anyone.



STEVE ORB4487

Coloring up an epic shape with new three-layer technology, the new Steve pulls off a look that goes from gaming legend to lifestyle star with trendy attitude. Lightweight and easy to wear, new transparent lower rims in blue, red, green or transparent tones, and 3D stepped brows pair up with cool gradient and solid lens shades to frame its cutting-edge spirit.



IRIS VISTA ORX4471V

Always ready to play, the fresh-faced Iris takes old school vibes into a digital dimension with cool color effects and 3D levels. Tuned into everything the new generation is looking for, this chic-goes-stylish keyhole bridge shape makes the tech design of our new normal is as real as it gets. Choose from black & transparent, red & black, cool blush & blue or light blue and camel color combos or total black.



ORB3701

From whichever angle you look at it, this flat-bar shape will always be original. Part of the Liteforce Performance RB segment, this piece is available in both a classic and larger size option. The temple tips made in peek for a maximum comfort and the iconic gold, silver, modern black or rose gold tones make sure this unconventional metal style goes from zero to hero in style.