



PATRICK MASON X RAY-BAN STUDIOS

Ray-Ban Studios, innovative creative hub, introduces a co-created edition of design sunglasses- launching it into the high-end eyewear sphere for the first time. Just 100 pieces will be handmade in Italy, and available at Dover Street Market, ray-ban.com and Ray-Ban flagship stores. The brand's very first custom made product: a handmade reinvention of the Ray-Ban State Street model.

Leading Ray-Ban Studios into this new, rarefied territory is the unmistakable vision identity and talent of Patrick Mason. Taking "oblivion" and the creation of the universe as his starting point, Mason's design is composed of opposing forces. An obsidian black upper and amber lower effect frame, fused with a UV-sensitive fluo element between, embodies Past translations through the Present into the Future.

The legendary gold Ray-Ban logo, a symbol of tradition and authenticity, sits atop cutting-edge lightly mirrored photocromatic lenses, turning from clear to grey. Magnetic balls at the temples hold an oversized link chain.

The frames are a reinvention of the State Street Model, inspired by Ray-Ban archives. The Berlin artist has brought his own opposing forces to the design process, with his underground rawness and sensitivity to THE beautiful. The result is an alchemic synthesis of rare quality. Past&Future. Tradition vs Innovation. Materia vs Chaos . Nature vs Tech.

Contrasts continue in the campaign, shot at the massive Luxottica factory in Agordo. It's THE agitator that meets the establishment; the massive that meets the niche. The egg-shaped packaging is a primordial object, upturning assumptions. It's not white, but black. Rough, not smooth. And it contains a completely new species inside (as well as a card signed by Mason himself).

Ray-Ban Studios' collaboration with Patrick Mason takes custom making and individuality to the next level, with a pair of frames that blurs the line between style and art.

About Ray-Ban:

<https://www.ray-ban.com>

[Facebook.com/RayBan](https://www.facebook.com/RayBan)

[Twitter.com/ray_ban](https://www.twitter.com/ray_ban)

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Luxottica Group S.p.A.

Luxottica is a leader in the design, manufacture and distribution of fashion, luxury and sports eyewear. Its portfolio includes proprietary brands such as Ray-Ban, Oakley, Vogue Eyewear, Persol, Oliver Peoples, Alain Mikli and Arnette as well as licensed brands including Giorgio Armani, Burberry, Bulgari, Chanel, Coach, Dolce&Gabbana, Ferrari, Michael Kors, Prada, Ralph Lauren, Tiffany & Co., Valentino and Versace. The Group's global wholesale distribution network covers more than 150 countries and is complemented by an extensive retail network of approximately 9,100 stores, with LensCrafters and Pearle Vision in North America, OPSM, LensCrafters and Spectacle Hut in Asia-Pacific, GMO and Óticas Carol in Latin America, Salmoiraghi & Viganò in Italy and Sunglass Hut worldwide. Additional information on the Group is available at www.luxottica.com.