



GENUINE SINCE 1937

## NEW RAY-BAN CHROMANCE LENS: FOR EYES THAT LOVE COLOR

Milan, July 2016. Ray-Ban celebrates the vibrant colors of light with the launch of a revolutionary new lens Chromance, for eyes that love color!

After nearly 80 years as the world's leader in eyewear, Ray-Ban continues to push the limits of the innovative lens technology that first defined its adventurous vision. Introducing the extraordinary Chromance lens on a new range of exclusive designs.

Featuring a unique composition of high contrast pigments, advanced anti-reflective treatments and superior polar filters, the Chromance lens literally fine-tunes light, heightening contrasts, colors and contours, filtering harmful UV rays and eliminating reflections and glare for 100% enhanced perception and the clearest, most comfortable vision quality yet. In addition, a special hydrophobic coating and colored gradient mirror lens coatings also improve the lenses' high performance characteristics, making them perfect for the everyday's life and challenges, from all terrain activities to fast-paced urban lifestyles.

Ray-Ban draws inspiration from the DNA design of its pioneering outdoor icons to give these state-of-the-art lenses all of the support they need with 100% functional frames that optimize the wearer's vision experience on every level. From lightness, flexibility and high impact strength to UV protection, enhanced color recognition and improved tracking in peripheral zones, these exclusive new Chromance sun styles offer absolute comfort and the ultimate in confident, competitive quality for dynamic early adopters.

**Chromance – for eyes that love color!**

### CHROMANCE JULY 2016 RELEASE



#### **RB3543**

State-of-the-art Ray-Ban Chromance polarized lenses set the performance standards of this resilient Caravan-inspired sun frame, enhancing its vision power with exceptional clarity and heightened color perception for essential comfort and uncompromising Ray-Ban style.

Featuring an incredible range of state-of-the-art benefits, these innovative new lenses come in gradient mirror tones of green, blue, grey and gold and are paired with modern matt gunmetal, matt gold or shiny silver metal rims, transforming icon-inspired design into an ambassador of contemporary style for urban adventurers.



#### **RB4264**

This bold squared frame design captures the powerful spirit of street style to frame a brand new standard in lens technology: Chromance - taking exceptional vision quality into a whole new range of color with pioneering urban active style. Flaunting the stylish gradient mirror tones of new Chromance polar mirror lenses, this lightweight, oversize nylon fiber style eliminates reflections and glare, while maximizing contrast to provide vivid color vision, essential clarity and perfectly profiled contours for active men who like to tackle the challenges of urban life head-on.



#### **RB4265**

Inspired by the DNA design of the original Ray-Ban Predator, light, flexible materials, wrapped profiles and refined colors dictate the forms of this competitive new sun style, while brand new Chromance polar lenses guarantee enhanced color perception for optimal glare-free vision comfort in even the brightest light. Made for dynamic men seeking absolute resilience, the distinctively curved frame features impact absorbing rubberized temple tips, and comes in shiny or matt variants of classic havana or black paired with innovative Chromance gradient mirror lenses in grey, blue and green variants for high impact, modern contrast.



#### **RB3562**

Designed for the dynamic, fast-paced lifestyles of urban men, this lightweight metal sun shape features a fine double bridge and unmistakable pilot shape, evoking the iconic spirit of high-flying adventure and essential style that defined Ray-Ban the world's leading eyewear brand. Contrasting the refined gold or silver frame in either matt or shiny finishes, state-of-the-art Chromance gradient mirror lenses in grey mirror silver, blue flash mirror or brown mirror gold offer advanced anti-reflective and hydrophobic coatings, as well as superior polar filters, for perfectly clear, glare-free vision and enhanced color perception.



#### **RB4263**

Echoing the unmistakable shape of the iconic Wayfarer, this brand new shape brings an edge of distinctive style to the profile of high performance design. Modeled in lightweight, flexible nylon fiber the fine profiles of the frontal are accented by a strong bridge shape and wide Ray-Ban temples for a powerful modern look, while innovative new Chromance lenses make exceptional vision quality an essential component of active style. Available in up to date gradient mirror colors with superior polar filters, and anti-reflective treatments, these unique lenses eliminate reflections and glare and take color vision into a whole new range, ensuring total clarity and perfectly profiled contours for urban individuals.

**About Ray-Ban:**

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**Luxottica Group S.p.A.**

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