



GENUINE SINCE 1937

THE REAL LIFE-STYLE CONNECTION

Framing the real-life style of the #PROUDTOBELONG campaign, the latest Ray-Ban collection is all about the life-filled emotions that remind us where we belong. And wherever our journey takes us, Ray-Ban knows just how to connect with who we really are.

Inclusive, yet diverse, the look is everything you want to be, no excuses needed. From vintage wrapped metal bars and 70's metal wire squares to original Ray-Ban shapes, the new collection transitions from day to play with every emotion under the sun.

Plus, the color spectrum is more varied than ever with must-have transparencies and striped or colored havanas, and new light metal tones or color-shift lens shades giving iconic shapes fresh, in-the-moment attitude.

So, whether you're a stand-out trend-maker or easy-going empath, there is a whole new range of shapes and shades to make sure that you are confident about your mood, and proud to belong wherever you choose to go.

Share the moment, be #PROUDTOBELONG.



RB3119M

Original Ray-Ban style is as good as it gets: the Olympian I Deluxe makes a winning come-back with nothing short of legend status. Accenting its dynamic wrapped design, the curved ear-to-ear brow bar and timeless tones profile the classic status of this podium star in classic gold and silver or modern black or brown metal with iconic green, blue or brown crystal lenses and polar options.



RB2219

Inspired by a champion style created for Olympians, an original icon from 1968 is back in all its glory. Highlighting the super-sleek ear-to-ear metal brow and temples, gold or cool gunmetal tones get modern gradient colored havana acetates and total Icon black or white give this pilot fresh appeal, solid crystal lens tones and polar SKUs add top-performance style.



RB2319

And it's a wrap for the Olympian. Refreshing a 60s icon with must-have gradient havanas and striped acetates, the unique ear-to-ear metal bar and highline bridge of this streamlined shape make sporty design as up-to-date as it gets. Choose from gold, black and brown metal paired with iconic brown, blue and grey toned acetates and solid crystal lenses – including polar options – for absolute style.



RB1973

Fresh from the Ray-Ban archives, the legendary 1973 square frames a new take on individual style. The second edition of the I-shape legacy, this oversized square offers stand-out style in classic black or striped Havana and trendy transparent pastels with contrasting Havana temples, iconic green and brown polar or modern clear and light gradient lenses make sure the look is total.

COLOR ADDITIONS



RB3689

Authentic style goes with anything, and boy does this Aviator color refresh mean it. Finer than ever and still going strong, gold metal frames get sleek flat metal temples and trendy clear tint color-switch lenses that make sure your best look never gets lost in the shadows – whether you see la vie en rose with light pink lenses or iconic gold 'n blue, these shades will color-up your view in style.



RB3447

Coloring up cool metal bestsellers, Ray-Ban lives up to its name with a look that is all about the lenses. Giving super-sleek gunmetal wire frames playful style, new light yellow, pink, blue, brown or green photochromic lenses make shifting shades the coolest way to add a bit of color to your life, and if it's just classic you're after, a gold & polar green combo has you covered.



RB3025

Always original, the Ray-Ban Aviator gets a revamp with innovative transparent sand metal colors and iconic green crystal lenses for high-definition contemporary style with trademark brand appeal. Available in red, blue, brown, blue or grey frames for looks that go from racy to cool in a blink. Plus, three sizes mean you can choose from original to oversize just as easily.



RX5382

When it comes to framing your look with authentic style, original Ray-Ban optical shapes have it taped: introducing the Tucson. Inspired by the original Wayfarer, this 70s throwback style offers a defined square acetate shape and revamped color offer that ranges from classic black to striped and colored bi-layer Havana frames with two-tone temples to make sure there's a tone for everyone.



RX5383

Reviving a classic from 1969, the Burbank makes optical style a statement of who you are. With its slimmed down profiles and easy-on rectangular shape in two sizes, this look is inspired by the original Wayfarer and is set to become a #proudtobelong icon. Choose from new striped or opal havanas with hints of blue, red or brown or total black for striking style.



RX6448

From whatever angle you look at it, this shape has statement style down. Evolving a sun collection protagonist on optical, a soft hexagonal metal frame joins the I-shape family with new enamel rims and bestseller appeal to prove that smart doesn't have to be boring. With total metal frames in classic gold or silver, modern black and stylish Havana or black enamel rims on gold frames, this look is made to go wherever life takes it.



RX6456

Fresh angles and minimal lines prove that smart doesn't have to be bold to make a statement: the Octagon is back. Featuring flat, slimline temples and a stylish low lens height, this distinctive look transforms pared-down metal style into a stand-out icon of contemporary optical style with easy-going appeal. Available in total gold, silver or black or gold with stylish Havana or black enamel rim profiles.



RX 5377

Lightening up the bold shape of the original Meteor, colorful additions to a classic Havana palette and pared-down volumes make sure this brand icon never fails to makes its mark.



RX4314V

Playful new tones remix the attitude-packed look of the Nina with striking see-through fronts and eye-catching havana temples to transform a chart-topping sun shape into an everyday optical star. Mix it up with transparent tones of brown, violet, blue, green and red pastel hues to give this hard to miss cat-eye stunning contemporary style.



RX1971V

As strong as it is fine, a 70s icon brings statement style to the world of optical with super light appeal. Refreshing the light metal trend with its oversize square shape, this Ray-Ban trendsetter is as smart as it is stylish. Available in a range of shiny metallic colorways or total black, this look is guaranteed to make sure your look that is anything but boring.

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