Always providing you with the perfect pair of shades to help you stay true to yourself - whether you want to blend in or stand out - Ray-Ban has it all!

Introducing the Ray-Ban 2020 collection, there is more of what you already love:
- Playful meets sophistication: from daring colored frames with contrasting temples to pastel lenses that change their color with the sunlight for the young trendsetters of today.
- Bold & confident: new acetate shapes that make a strong statement while keeping it casual, for the ones that seek an effortless style.


RB4338
Naturally free and self-assured, this wrap-around retro shape is the perfect mix between casual functionality and sleek styling. Designed for our younger trendsetters who wants that retro look with a touch of uniqueness. This style has matching frames and temples along with a broad color range of lenses for a bold confident look.

RB3668
Featuring a sleek and slender build, this frame breathes an air of sophistication to the young trendsetters looking to step up their style. Designed in metal, it comes with a wide range of colored lenses, including six pastel photochromic evolve lenses and two original solid lens shades. This look hints at retro while staring right into the future.
RB3669
Playful yet sophisticated, this style is designed to fit the evolving reality of contemporary life. Refined soft rectangular metal frame, it comes with a wide range of colored lenses including photochromic evolve lenses. Light and resistant, it creates a unique look that goes from day to night.

RX7185
Classic shapes are reinvented for the modern era. Two-tone styles with contrasting frames and temples add a fun twist to its smart shape. Transparent and see-through tones lighten up any look adding that little extra to an understated sophistication.

RX7188
The perfect companion for any adventure. This cat-eye shape conveys that fun look for the young urbanites who want it all. From classic black or havana to playful shades combinations of a transparent front with solid temples, this style has got you covered for any occasion.

RB2189 BENJI
An homage to the golden age of air travel, this new acetate frame brings the vintage jet-set lifestyle to the 21st century. Inspired by the 60s Caribbean model, Benji colorful stripped havanas and premium crystal lenses with polar options, attracts attention everywhere he goes. The vertical bar rivet, a signature detail, let Benji stand out from the crowd.

RX5473 BENJI
Islander roots and free-spirit attitude is embodied in this acetate optical frame. From the boardroom to the bar, Benji makes its mark with a bold geometric shape and polished bar signature rivets. Colorful striped havanas and bold black exude confidence in any setting making Benji effortlessly fit in while making sure it never goes unnoticed.
RB2194 JOHN
Because sometimes first impressions do count, John never fails to impress. This slender frame and squared off look offers a bold yet understated look. Freshening up an iconic style, John is available in three new bi-layer tones, updated according to the latest fashion trends. For those more classic, new striped havana or chic black are also an option. A special sku with the gold logo on the lens is also presented for a unique look.

RX5472 BRITT
Never afraid to follow her dreams, Britt octagonal acetate shape is offbeat but always in tune. Its durable yet lightweight frame comes in trendy transparent tones for those creative souls. Black or Havana are also available to freshen up the look of the city players. Slender, expressive, and bold, Britt is never short on attitude.

RX5394 JOHN
Understated style for a minimal look, bold yet laid back, John as optical frame is here to impress. Available in new bilayer colored acetates, understated havana or chic striped black for a look that goes from totally original to super smart in a blink.

RX6465 JACK - ELEVATING THE ROUND
The perfect hybrid of the original round and the beloved hexagon — that is Jack. Progressive attitude and minimalist design are conveyed with its lightweight, shiny metal and contemporary distinct shape. A special enameled option is available with acetates rings that are carefully hand placed in each and every frame by an artisan in Italy. Jack represents that savvy, understated, and impeccably unique look — just as its wearer.

About Ray-Ban:
https://www.ray-ban.com
Facebook.com/RayBan
Twitter.com/ray_ban
Instagram: @rayban

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 and Alain Mikli as well as licensed brands including Giorgio Armani, Burberry, Bulgari, Chanel, 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 9,200 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.