



GENUINE SINCE 1937



YOU'RE ON

Who says winter is dark? Settings its sights on the bright lights, this festive season Ray-Ban heads to Cali for a hot Christmas in heritage shades that keep it cool: welcome back Burbank, You're On.

Celebrating this archive hero with a campaign that brings feel-good vibes to even the coolest climes, this holiday is about looks that let you be yourself, wherever you are, whatever the season. It's about making sure You're On, always. So, whether you're in a festive mood, or just happy that it's time to have some fun, Ray-Ban is all about framing your unique take on life in authentic style.

And when it comes to authentic, the Burbank is it. Bold, spontaneous, and original, it's got heritage charm and contemporary attitude, it's confident, spontaneous, and always ready to catch the light.

Plus, be they legacy styles or novel shades, the rest of the holiday crew is pretty cool too.

Taking old school vibes into a digital dimension, the new You're On campaign is and will always be about getting closer to our community. Tuned into everything the new generation is looking for, it's approach offers an immersive experience across key social media channels, because the new normal is as real as it gets, and it's making things happen.

Featuring everyday protagonists, the You're On community sees life through new eyes, wearing their vision of the world through the inimitable lens of Ray-Ban style. Because lenses have always worn our legendary mark, and always will.

Designed for life and the people who live it, Ray-Ban makes sure that whether all eyes are on you, or not, You're (always) On. And true to form, in this year's dedicated Gift Guide, we frame the epic scope of inclusive design and all of its shades. Featuring Evolve and Polar shades on sun and made-to-measure lenses on 100% Ray-Ban optical styles, strong acetate shapes and iconic metal wire frames celebrate our most iconic models and their evolution, the season's hottest trends and the easy-going look of the coolest essentials, not to mention limited edition premium style in the exclusive Titanium capsule.

Share the experience – gift it, wear it, mix it up: #YoureOn.

HERO PRODUCTS:

RB 2283 Burbank



2021 closes out with a legendary look: welcome back Burbank, because real cool never gets old. One of our biggest archive heroes, when it comes to this season's trendiest features this iconic born in '65 square checks all the boxes. Adding inimitable style to the super trendy bold acetate frame, vintage pin rivets and legendary shades make sure it has original Ray-Ban attitude – so whether you're celebrating a hot Christmas or catching some bright lights, the Burbank has your look framed.

RX5383 Burbank Optical



Confident, bold and smarter than ever – the Burbank is back. Accenting heritage textures with signature Ray-Ban finishes, the optical version of the Burbank revives this season's hottest icon, evolving an iconic squared shape in a trendy key with vintage bar rivets for an original Ray-Ban look. And whether it's in a stylish larger fit, or a scaled down size, this 1965 classic will make sure you're always on.

SUPPORT FOR APAC REGIONS:

RB3548N Hexagonal



Always looking for a new take on style, this contemporary icon is full-on when it comes to off-beat attitude with on-trend style. Expressive, quirky and lights at heart, the eye-catching hexagonal metal wire shape frames the look of fresh-faced city players from a creative angle, classic metal tones and legendary lens shades make sure it's ready for anything.



RX6465 Jack Opticals



Elevating the round, high-rise angles and ultra-fine frameworks raise the profile of an original icon to make metal wire the trendiest look around. Minimal, yet far from ordinary, this inner-city legend takes wireframe design up a notch with a fresh color story and a whole lot of personality: the Jack is here to stay, in style.

About Luxottica Group

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, 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 9,000 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.