



GENUINE SINCE 1937

M1 2021 COLLECTION

Original. Cult. Style.

Made then, for now and forever.

The second half of 2021 is here, and Ray-Ban is all set to lead the way into a new season with true iconicity.

Never missing a chance to frame a unique period in time with style that is designed to make history, the world's favorite eyewear brand pulls legendary looks out of its archives to prove that when we're talking trends, Ray-Ban always gets there first.

Starting with statement styles from the '60s, '70s and '80s, and **B** definitely stands for **bold** on **Bill** and **Blair**. Playing up the latest chunky acetate trend on these original shapes, where new colors lighten up the heritage havanas and fresh gradient acetates make the **always-on** rectangle, vintage cat-eyes of the **Burbank** family the coolest looks this side of the summer of '65.

But it's not only about being bold. Balance is important too. Changing up the iconic metal shapes with colorful shades, Ray-Ban loves to give the go-to style a boost of something fresh, and that means getting wired. The anything-but-ordinary shape of the original **Julie** and **Elon**, from the late 80s archive, rounded out with antique metal tones and new color-changing lenses, frame a perfect blend of timeless design that goes from uber-classic to totally trendy in a blink.

When it comes to evolving original design, the Vagabond and Stateside, archive pieces from 1975 originally tailored for skiers, make sure layered is the next big thing in sporting style: from vintage hues to the latest transparent tones on sharp double bridge shapes, dynamic optical style has never looked so racy.

Bold, confident and always cool, in Ray-Ban, original never gets old.

Bill RB 2198



Comebacks aren't old – they're epic. Refreshing the gaze of an easy rider from 1985, this powerful double bridge acetate frame gives classic sporting design a boost of contemporary attitude. And when it comes to giving statement shapes everyday appeal, subtle color combinations and heritage textures define eight color options ranging from total black or havana to chic bi-layered blue and havana; dark solid, iconic gradient and polar lenses give it original appeal.

Blair RB 2196



Nostalgic silhouettes frame the look of the future with all the confidence of original Ray-Ban design: bold and handsome, Blair makes a straight-out statement. Updating this authentic archive model from 1970, new colored havanas lighten up its chunky acetate profiles, soft bevel contours give its wrapped, straight-top shape an ultra-smooth edge. Take your pick from seven different colorways with new Havana tones, bi-layer frames and striped grey, with polar or iconic gradient blue shades, and fit them to your profile in two larger than life sizes.

Mr Burbank RB 2283



Playing with new fade-out tones, heritage textures and colorful shades, Mr Burbank is all about easy going style that makes its mark. Reviving an always-on classic from 1969, the bold rectangular frame echoes the iconic shape of the Wayfarer in a trendy, squared key, vintage Ray-Ban bar rivets give it original brand appeal. Choose from two sizes, with a stylish larger fit, and a fresh palette, including new transparent grey fade-out gradient acetates, colorful or classic havanas and cool striated tones with polar or bestseller colored lenses.

Miss Burbank RJ 9099S



Framing the wide-eyed style of Ray-Ban Kids' Originals, new fade-out tones and iconic born in the 60's style give Miss Burbank. Framing the eternal cat-eye shape with a trendy squared, slightly angular profile and vintage Ray-Ban bar rivets, two sizes make sure it fits both trendsetting kids and teens who know where style is at. Six frame colors – including new fade-out gradient colors, graphic black or white and rich Havana textures – pair with classic solid and cool shading lenses to make sure it looks good in any season.

Lady Burbank RX 5499



Petite, feminine, and definitely no wall flower, this Lady adds a stack of sass to smart optical design. Refreshing an authentic low-lens shape from the '60s, trendy new transparent gradient acetates add wide-eyed allure and stacks of must-have style status, glowing amber, tortoise or havana and polished black, accented by pressed metal hinge pins, highlight its vintage origins. Two frame calibers make sure she's a perfect fit, whatever your size.

Julie RB 3957



Straight from the vault, this archive classic gives novel a wired sense of style. Confident, characterful and always cool, the iconic Julie makes any look original with hippie-gone-80s charisma. And it doesn't have to big or bold to do it. Marking its distinctive small-scale shape and high-set bridge, new antique gold, copper or gunmetal and Legend gold frames pair with original amber, cool grey and dark polar lens shades, to make this one a contemporary classic that's hard to miss.

Julie RX 3957V



Who said you have to be bold to make a statement? Or that minimal had to be boring? Hying the look of classic wireframe design, this far-from-ordinary high-bridge shape adds daring charisma to everyday optical style, new antique metal and Legend gold tones, as well as fine coined detailing and iconic curved wire temples, give it original Ray-Ban status.

RB 3681



A fun, colorful update for a classic go-to, this year the round freshens up its shades with a soft shape variation and the latest in Evolve lens technology. Easy to wear, and always on-trend, these icon-inspired metalwire frame pairs classic gold or high-definition black profiles with six colorful lenses that change tone as the light intensity increases: from bright yellow shades that cast a glance to the original ambermatic lens, to iconic light blue or a soft green lens that lightens up the iconic G-15 with contemporary attitude, these color-switch shades will make sure one look says it all.

RX 3681



From '70s hippie-chic to straight-up smart, the iconic round and panthos shapes fuse to create a look that goes from new gen fashion fiend to 80s classic without even trying. Fashionable, yet wearable, this go-to shape gives intellectual style a trendy feel in modern rose gold, classic metal tones and new Antique gold, copper or gunmetal show up its time-tested origins in the Ray-Ban archives. Because in the end, what goes around, always comes around.

Vagabond RX 4355V



Straight out of the '70s, this is the classic teardrop shape as you've never seen before: the optical counterpart of a sporting legend is here: Vagabond. Framing the latest vintage racing trend with original Ray-Ban design, this tri-injected pilot is light, smooth and made to own the tracks. Available in five dynamic color mixes, the light, multi-layered injected frame comes in anything from old school hues to modern transparencies for a total look with legendary soul.

State Side RX 4356V



Streamlined and layered-up, this fresh rework of a legendary Ray-Ban shape flaunts the latest in sporting streetstyle to give optical design effortless style. Featuring an eye-catching stepped double bridge and smooth browline created using avantgarde tri-injection molding technology, this dynamic frame looks any challenge square in the eye. And when it comes to making a statement, five mood-boosting color combos revamp classic color concepts to make everyday a new adventure.

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.