



GENUINE SINCE 1937

## GRAFFITI DO BRASIL FOR THE RAY-BAN NEW WAYFARER LTD BRASIL EDITION

Ray-Ban, the world's leading eyewear brand, celebrates the hot spirit of the Carioca summer in 2014, the energy and passion of Brazil, with a capsule collection starring one of its icons, the New Wayfarer, decorated with a motif designed by Brazilian artist Elvis Mourão: the **Ray-Ban New Wayfarer Ltd Brasil Edition**.

The artist, specialising in graffiti, uses any source of inspiration coming from reality and blends it with his dreams and eclectic visions. With these elements, he creates hypnotic tableaux where eyes and fish chase each other, characters dart around, crowns rise high above heads, and words like *Peace* and *Hope* pop up here and there, in an optical play of black and white dotted with touches of pink.

A design student, Elvis Mourão is from Guarulhos, a city in the metropolitan area of São Paulo. He started making graffiti at the age of 15 and has never stopped since. An illustrator and a designer, he has decorated waste containers, front doors and urban furnishings, enriching even the most desolate areas with his amazing graphic narratives.

These intricate, multiform motifs are also found in the 4 models of the **Ray-Ban New Wayfarer Ltd Brasil Edition**, already available online at [www.ray-ban.com](http://www.ray-ban.com), one of which will only be offered until 31 August.

Scales, beaks, hearts and flags do Brasil are the highlights of the New Wayfarer, as memorable as the summer of 2014.



1. Black front, Brasil pattern on black on the temples, G-15 lenses.



2. Black front, Brasil pattern on black on the temples, silver mirror lenses.



3. White top on black front, Brasil pattern on black background on the temples.



4. Brasil pattern on the front, Brasil pattern on black on the temples. This model with the Brasil motif all over is a limited edition available until the end of August 2014.



This collection is only available online from Ray-Ban.com in the US, Canada, France, Germany, Italy, Spain, UK, Austria, Ireland, Netherlands and Belgium. 200 pieces will soon be available in Brazil as well.

#### About Ray-Ban:

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#### Luxottica Group S.p.A.

Luxottica Group is a leader in premium, luxury and sports eyewear with over 7,000 optical and sun retail stores in North America, Asia-Pacific, China, South Africa, Latin America and Europe, and a strong, well-balanced brand portfolio. House brands include Ray-Ban, the world's most famous sun eyewear brand, Oakley, Vogue Eyewear, Persol, Oliver Peoples, Alain Mikli and Arnette, while licensed brands include Giorgio Armani, Bulgari, Burberry, Chanel, Coach, Dolce & Gabbana, Donna Karan, Michael Kors, Polo Ralph Lauren, Prada, Starck Eyes, Tiffany and Versace. In addition to a global wholesale network involving 130 different countries, the Group manages leading retail chains in major markets, including LensCrafters, Pearle Vision and ILORI in North America, OPSM and Laubman & Pank in Asia-Pacific, LensCrafters in China, GMO in Latin America and Sunglass Hut worldwide. The Group's products are designed and manufactured at its six manufacturing plants in Italy, three wholly owned plants in the People's Republic of China, one plant in Brazil and one plant in the United States devoted to the production of sports eyewear. In 2013, Luxottica Group posted net sales of more than Euro 7.3 billion. Additional information on the Group is available at [www.luxottica.com](http://www.luxottica.com).

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