



GENUINE SINCE 1937

## RAY-BAN SPRING/SUMMER 2016

### BACK TO THE ORIGINS OF A LEGEND

Authentic design & modern innovation reveal the timeless style of Ray-Ban

For Spring/Summer2016 Ray-Ban celebrates its legendary role as a world leader in trend-setting design with a revival of Icons and time-tested shapes on both optical & sun styles. Emphasizing its unparalleled ability to align iconic style with the advances of technology, the brand enhances trademark icons, retro-inspired designs and contemporary shapes with cool lens colors, innovative materials and state-of-the-art features to guarantee absolute style and comfort.

In this collection, the Icons segment takes center stage with the Havana Collection, paying tribute to four of Ray-Ban's most famous shapes: the Ray-Ban Aviator, Shooter, Outdoorsman and Caravan. Honoring their DNA design, these legendary sun frames' return with fine Arista gold profiles, classic havana acetate details and original gradient gray and G15 lenses to frame the true definition of cool, functional quality.

Alongside these timeless classics, a new icon proves that today the world of style is Round. Following the cyclical evolutions of this retro-inspired shape, Ray-Ban literally comes full circle to present a unique combination of tradition and innovation on a variety of Round-inspired cross segment styles. From the refined, classic design of new folding Icons in metal to a varied selection of Functional models featuring state-of-the-art Light Ray 2.0 Made in Titanium and new Liteforce technology, the Ray-Ban Round shape remains an emblem of in-the-know style with the added value of high performance, modern features.

The final highlight of the Spring/Summer collection is a brand new Active sun frame featuring a light, super-sporty nylon fiber shape with matt finish frontals, brushed aluminum temples and a wide variety of lenses, including original colors on premium crystal and polar variants for the ultimate in functional urban style.



#### RB3025

Ray-Ban returns to the controls board to bring legendary pioneers of Ray-Ban design back into the present in high-flying DNA style – cool, functional quality, forever. The classic shiny Arista golden metal profiles, classic havana acetate temple tips and G15 green crystal or gray gradient lenses of the original Ray-Ban Aviator offer a unique expression of Ray-Ban's inimitable DNA style that needs little explanation – absolute style, premium materials and essential protection & comfort that guarantee a star quality unisex aesthetic.



**RB3136**

Original icons defy the concept of time: Ray-Ban pays tribute to the legends of its origins with a revival of the unmistakable Caravan design to bring the adventurous spirit of legendary icons into the present in unmistakable style. This characteristic shape features classic shiny Arista golden metal profiles, classic havana acetate temple tips and G15 green crystal or gray gradient lenses for the ultimate in perfectly protected vision quality.



**RB3138**

Authentic design and classic colors define the iconic look of the Ray-Ban Havana Collection – cool, functional quality made for true style hunters. The inimitable shape and fine profiles of the original Shooter return in fine golden Arista metal with a distinctive havana acetate detail on the upper bridge for light, resilient frames with a high quality finish and masculine appeal. Available with G15 green crystal or gray gradient sun lenses.



**RB3029**

Original styling, high quality details and authentic lenses define the cool, functional quality and visionary style of the Ray-Ban Havana Collection. Designed for men with a passion for the outdoors, the light, resilient shape of the Outdoorsman returns in fine golden Arista metal with classic havana acetate temple tips and upper bar, while G15 green crystal or gray gradient sun lenses ensure only the best in protected, stylish vision.



**RB3532**

Round is back! This iconic sun shape features ultra-fine metal profiles & temples, coined details and a perfectly engineered folding mechanism for compact, resilient frames with a high quality finish and cool, in-the-know-style. Super versatile metallic colors, including classic Arista gold and fine silver, offer passe-partout style suited to any occasion. Available in gold with green, green mirror blue, brown mirror pink lenses and in silver with light green mirror silver lenses.



**RB4235**

Classic lens colors, resilient aluminum & lightweight sporty shapes redefine the concept of advanced functional design – made for high performance specialists who demand 100% active, casual style. This sporty nylon fiber Aviator shape flaunts brushed aluminum temples with rubber temple tips for high grip stability and the laser engraved Ray-Ban logo for a cutting-edge finish. Available in black, matt grey and matt black combined with brushed gunmetal and matt havana. Available also in Asian Fit.



#### **RB4237**

State-of-the-art, functional Tech style means resistance, lightness & comfort – Ray Ban re-invents the concept of high performance urban design in advanced new Liteforce material for the ultimate in super light, flexible style. This rounded phantos sun shape in Liteforce material features a flattened bridge and iconic Ray-Ban elliptical rivets, while the ultra-fine shaped temples boast super functional metal hinges that are laser engraved with the Ray-Ban logo. Available in matt dark grey, black, matt black, havana, matte Havana. The look is completed by a varied selection of mirror, gradient & polar lenses with a strong focus on classic lens colors – green, brown and blue – for an original twist of ageless style. Available in Asian Fit.



#### **RX3532**

Ray-Ban comes full circle to celebrate a new icon: Round. Authentic styling evolves fine metal profiles, an innovative folding mechanism and iconic coined details to reveal the cool, functional quality of compact optical style that is as original as it gets. Available in versatile metallic colors, including classic Arista gold, silver and gunmetal.



#### **RX7069**

Ray Ban re-invents the rules of competitive urban aesthetics with state-of-the-art innovations: resistance, lightness & comfort just got cooler with new Liteforce enhanced optical styles. This rounded phantos optical shape in nylon fiber flaunts a flattened bridge and iconic rivets on the frontal, while ultra-fine shaped Liteforce temples flaunt a laser engraved Ray-Ban logo on monoblock hinges. Available in matt black, blue, havana and opal-yellow and plain black. This distinctive look is made for modern individuals with a taste for retro-inspired style. Available also in Asian Fit.



#### **RX7073**

Advanced technology & state-of-the-art materials welcome a new icon to the Light Ray 2.0 Generation, transforming this retro-inspired, rounded phantos shape into a featherweight emblem of high performance style with easy to wear, unisex appeal. This frame's fine nylon fiber rims are paired with pure titanium temples and screwless, microfusion Light Ray hinges for ultra-light, resilient comfort, while contemporary colors on the matt, shiny and bright finish frontals and sophisticated matt temples define the cool contrasts of this ultra-functional, super-stylish optical style. Available in black, matt black, dark havana, light havana, matt yellow.

**About Ray-Ban:**

[www.ray-ban.com](http://www.ray-ban.com)  
[Facebook.com/RayBan](https://www.facebook.com/RayBan)  
[Twitter.com/ray\\_ban](https://twitter.com/ray_ban)  
Instagram: @rayban

**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, DKNY, Polo Ralph Lauren, Prada, Michael Kors, 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, two 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 2014, Luxottica Group posted net sales of over Euro 7.6 billion. Additional information on the Group is available at [www.luxottica.com](http://www.luxottica.com).

**Safe Harbor Statement**

Certain statements in this press release may constitute "forward looking statements" as defined in the Private Securities Litigation Reform Act of 1995. Such statements involve risks, uncertainties and other factors that could cause actual results to differ materially from those which are anticipated. Such risks and uncertainties include, but are not limited to, the ability to manage the effects of the current uncertain international economic outlook, the ability to successfully acquire and integrate new businesses, the ability to predict future economic conditions and changes to consumer preferences, the ability to successfully introduce and market new products, the ability to maintain an efficient distribution system, the ability to achieve and manage growth, the ability to negotiate and maintain favourable license agreements, the availability of correction alternatives to prescription eyeglasses, fluctuations in exchange rates, changes in local conditions, the ability to protect intellectual property, the ability to maintain relations with those hosting our stores, computer system problems, inventory-related risks, credit and insurance risks, changes to tax regimes as well as other political, economic and technological factors and other risks and uncertainties referred to in Luxottica Group's filings with the U.S. Securities and Exchange Commission. These forward looking statements are made as of the date hereof and Luxottica Group does not assume any obligation to update them.