



GENUINE SINCE 1937

## RAY-BAN SPRING-SUMMER 2017

### INNOVATIVE LENS TECHNOLOGY AND REVOLUTIONARY METAL ELEMENTS REVEAL THE LEGENDARY DNA OF AUTHENTIC RAY-BAN DESIGN - GENUINE SINCE 1937

True to the spirit of its new campaign – #ITTAKESCOURAGE – this season Ray-Ban steps up to the challenge with an extensive collection inspired by the exciting lifestyles and non-conformist attitude of contemporary trailblazers who love to reinvent the profile of essential, trend-setting style.

Fusing iconic trademarks of the brand's unmistakable DNA and up-to-date themes, the release focuses on an all-new approach to colour through innovative lens technology, while exploring the concepts of shape and functionality through cutting-edge metal profiles, sleek double bridges and distinctive clip-on sun lenses.

Synonymous with the brand's origins, lenses feature first, bursting into the spotlight in an explosion of colour with the new, state-of-the-art Chromance lens. The innovative technology behind the Chromance lens takes full colour vision into a whole new range with sophisticated high contrast pigments and superior antireflective, hydrophobic and polar treatments, heightening and enhancing the wearer's perception of both light and colour. And not only do these unique gradient polar lenses in edgy flash shades offer the best in full colour vision clarity, they also transform DNA-inspired shapes and new, high performance designs into colourful ambassadors of exceptional vision quality for Ray-Ban style specialists.

Next in the line-up, the iconic Signet opens a new chapter in its star-studded career with a distinctive metallic riff. Relaunched on sun, optical and kids frames, this enigmatic symbol of rebellious rock 'n roll style once again takes center stage in an expressive spectacle of sleek metal and provocative shades, setting the tone for must-have styles to come.

The full metal generation comes to the party with a streamlined series of revamped classics and modern shapes that champion a minimal approach to functionality without ever compromising on style. Fine metals, including super light titanium, aluminum and resilient steel, and the distinctive double bridge feature prominently across a wide selection of both sun and optical styles, literally bridging the gap between icons of DNA design and stylish modern frames, for an unmistakable Ray-Ban look.

Last, but not least, a retro-inspired, layered approach to enhanced vision comfort sees a brand new selection of 5 new clip-on sun lenses evolve a wide variety of optical best sellers into intriguing modern sun styles – for *passe-partout* style that changes with the light!



#### RB3545

Modern contrasts, highbrow metal details and distinctive lenses define a sleek, full metal interpretation of an icon: introducing the New Club-Round. Seven subtle colour combinations (including rich black, gold and havana, as well as cool blue, grey, gunmetal and silver tones) in matte and shiny finishes, paired with soft gradient and classic lens shades, define the bold identity and unmistakable profiles of this resilient, clean-cut metal frame for urban individuals. Available in 2 sizes. Unisex appeal.



#### **RB3546**

Ultra-light, minimal design, a super fine double bridge and luminous metallic shades merge flawlessly to give this trend-setting flat metal phantos sun shape irresistible street-smart style and unisex appeal. Available in versatile tones of black, gold, gunmetal, blue and beige with contrasting shiny and matte finishes and a varied lens selection, including classic brown, green and grey lenses, as well as polar and flash gradient variants. 2 sizes available.



#### **RB3557**

Inimitable Ray-Ban design revamps a Caravan-inspired squared shape with new metal tones and lenses to bring a classic masculine style up-to-date. Linear metal profiles in classic gold and new light, medium and dark bronze are paired with original lens colours to redefine the evergreen spirit of iconic design, while polar and sophisticated gradient shades complete the look for a more contemporary, performance based aesthetic. Available in 2 sizes.



#### **RB2448N**

The original squared Wayfarer shape evolves. Lightweight nylon fiber rims in luminous tones (including transparent blue, gray and brown, light Havana and deep black) are reworked along rounder, trendier lines for perfect balance, and contrasted with matte finish, super thin tubular metal temples and distinctive new flat flash gradient lenses to reflect the multi-faceted essence of Ray-Ban style to maximum effect.



#### **RB3429M**

In a tribute to an icon of anti-conformist spirit, high profile metal, fine engraved detailing and alluring lenses harness the authentic appeal of celebrity culture to revive a one-of-a-kind Ray-Ban style: The Signet. Evoking the glamor and bold identity of golden eras of expressive, rebellious style, fine metal profiles in classic gold, silver and black are paired with classic G-15 and B-15 lenses as well as modern gradient, flash and mirror shades for an eye-catching look with compelling appeal. Available in size 55 and 58 for easy fitting. Ray-Ban continues to appeal to younger eyewear users creating a version of the iconic Ray-Ban Signet ensuring functionality, comfort and fit, as well as maximum eye protection.



#### **RB3556N**

Simultaneously underground, deluxe and revolutionary, this unconventional new octagonal shape reinvents the fine golden metal profiles of the classic round Ray-Ban frame with bold personality, while new flat crystal lenses in toned-down gradient flash colours (including copper, light blue and) and classic G15 green and B15 brown options reflect the daring spirit of icons from a fresh perspective.



### RB3025

Fine metal profiles and unique crystal rainbow mirror lenses turn iconic shapes into universal symbols of style – “Mixed-colour” gradient is the new cool. The sleek black profiles and innovative shifting colours of new rainbow-effect lenses transport this classic, aerodynamic shape into a new dimension of contemporary style, for a look that will always make you stand out from the crowd.



### RX6377

Super stylish contemporary attitude and ultra-fine metal contours evolve classic squared shapes and distinctive details into a unique new paradigm of style: Double bridge or nothing. Available in 5 rich colour combinations and 2 sizes, this ultra-light frame offers essential all day comfort and minimalist modern style without compromising on the distinctive identity of Ray-Ban design – #ITTAKESCOURAGE.



### RX6378

Ultra-thin, light and intrinsically stylish – this is the New Full Metal Generation. Enhanced by thin, flat-metal volumes and contrasting surface finishes, this refined phantos metal shape offers a fresh reinterpretation of one of the most iconic Ray-Ban shapes: Round. State-of-the-art, laser-cut profiles, with matte coloured rims and polished bridges in modern combinations of black, gold and gunmetal paired with matte black, brown, blue, Turtledove and green, create a subtle, yet striking look. 2 sizes available.



### RX6386

Pushing all of the limits, the eye-catching, edgy look and enigmatic details of the original Signet embody the compelling creativity and defiance of rock icon inspired, individual style: #ITTAKESCOURAGE. Featured in versatile combinations of gunmetal, gold, blue, black and brown these ultra-resilient, light metal frames are available in 2 sizes with a wide, flat bridge and adjustable nose pads for essential personalized comfort. Ray-Ban creates a version of the iconic optical Ray-Ban Signet also for the younger eyewear users.



### RB3545V

A unique fusion of distinctive forms, light flat metal and DNA details define the unmistakable style of a new Ray-Ban icon: the new full metal Club-Round. Made to measure for modern individuals, the evolution of this visionary design signals a new era in authentic, retro-inspired Ray-Ban optical style. Distinguished by light flat metal temples and a metal bar with fine engraved detailing, an exclusive double bridge and stylish matte rims, the cool masculine colour palette is offset by striated grey and havana temple tips that attest to the original soul of true legends. 2 sizes available.

**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 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, Michael Kors, Prada, Ralph Lauren, Tiffany & Co. and Versace. The Group's global wholesale distribution network covers more than 150 countries and is complemented by an extensive retail network of over 7,200 stores, with LensCrafters and Pearle Vision in North America, OPSM and LensCrafters in Asia-Pacific, GMO in Latin America and Sunglass Hut worldwide. In 2015, Luxottica posted net sales of approximately Euro 9 billion and approximately 79,000 employees. 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.