



GENUINE SINCE 1937

RAY-BAN SPRING/SUMMER 2021 REWRITING THE LEGACY

More than just a statement of style, the new release is about being bold enough to let your true colors shine through. It's about living in the moment as your truest self, loving who you are, and how you see the world.

With the new Ray-Ban collection on you can be the best version of yourself, #YouAreOn, feeling more authentic than ever.

Embracing the shape-driven attitude of heritage design with a colorful twist, our new collection presents bold acetate, new iconic metal shapes and best-in class titanium frames, all of them exuding freshness and coolness.

Ray-Ban 2021 –Going Beyond Iconic.



RB3565 – JACK

Ready to step out, the Jack is designed for the sun and is anything but standard. Evolving to a rule-breaking fusion of the iconic round and beloved hexagonal while blending a lightweight, shiny, contemporary, distinct shape. The JACK blends a minimalist style with new bi-gradient shades to prove that smart design is always cool. This style will be featured in the new You Are On campaign.



RB2186 – STATE STREET

Building on its status, the chunky profile and flared brows make State Street hard to miss with a larger sized frame and a hot retro look. Playing-up the tone of a vintage palette, the new havanas paired with gradient shades, signature rivets add an icon yet outstanding finish. This style will be featured in the new You Are On campaign.



RX5486 – STATE STREET OPTICAL

Born a rebel, this enigmatic optical look, frames smart style with a powerful, stand-out attitude of brave youth that changed the world, beginning in 1968. Lightening up the flared angles of the bold acetate shape, beveled brows, vintage rivets and new Havana textures catch the light, total black makes for a high-impact look that never plays safe. This style will be protagonist in the new You Are On campaign



RX5487 NOMAD optical

Revamping a rare sun icon from the 90's , the Nomad travels through time to make its comeback on optical. With its bold square shape, extra-deep curved endpieces and wide temples, this one-of-a-kind style is made to move. This look will never go unnoticed from classic black, Havana or lightening the vibe with a striped blue orgrey. This style will be featured in the new You Are On campaign



RB2191 – INVERNESS

From the iconic limited edition of the 70s, the Inverness reinvents a golf club style from a disruptive perspective. Far from a sidelines spectator, bold, beveled brows and a powerful squared shape, drive straight down the green in an old-school tortoise or classic havanas dark colors and a cool black on crystal SKU with solid, shading or polar lenses.



RB2192 – ROUNDABOUT

Flaunting this season's must-have trait, bold, beveled brows mark the irresistible attraction of the newest icon: Roundabout. Evolving legendary designs from the archives, this striking look brings diva-inspired style back into the limelight, a wide selection of iconic havanas and rich striated textures, as well as layered frames with gradient and solid crystal shades, add total allure.



RB8157 – FRANK TITANIUM

An easy going 90's protagonist, The Frank, makes its comeback with best in class premium Titanium. Designed to add a vintage vibe to any look, the soft-angle design earns front row status thanks to the superlative look & feel of the featherweight, Made in Japan titanium frame, cool metal tones and crystal polar shades add absolute appeal.



RX8157V – FRANK TITANIUM OPTICAL

Elevating the evolution of a 90's sun star (, premium Titanium classes up refined optical design to prove that smart doesn't have to be bold to make a statement. Made of ultra-light, Japanese titanium, the easy to wear look makes vintage design a must-have staple, understated metal tones offer a deluxe take on essential style.



RB8247 – ROUND TITANIUM

An iconic free-spirit style is back from the 60's, and its lighter and stronger than ever. Reinventing a legendary wireframe shape in premium quality Japanese Titanium, refined metal tones and crystal lenses in cool polar shades make sure the Ray-Ban Round is ready to take on life's challenges in absolute style.



RB8247V – ROUND TITANIUM OPTICAL

Celebrating the free-spirit of an unforgettable era, this best in class Titanium rework of the iconic round proves that you don't have to be serious to be smart. Super fine and ultra-light, the minimal wireframe comes in 5 metal tones with acetate temple tips for a premium look with adjust-to-fit, always-on appeal.

KIDS

Ray-Ban has its eye on next generation trendsetters – and the focus is fun.

With new stylish additions that define a younger perspective in sun and optical, from the Frank iconic style to new easy-to-wear colorful acetate frames the new kid's range is made to play, in bright high-energy style.

Light and safe, the new kids models are thought to be the perfect playmate thanks to their fresh shapes and bold color combinations that inspire even the youngest of style-seekers. Mum can have the peace-of-mind that their kids' eyes are being taken care of, and their kids will feel so cool to never take them off!

Never held back, from classic to bright pastel colors, they add a touch of Ray-Ban to any kid's vision!



ORY1056

Loved by the little ones as much as the big hugs, this super fine metal shape makes sure wearing glasses is as cool as it gets. No statements required. Five colors offer both super versatile and more fun takes on minimal metal design for a light, easy to wear look that matches any mood.



ORJ9557S

When it comes to mini-me design, there's no topping the Frank. Ready to hit the playground in epic style, this vintage shape comes in metal tones or black with six super cool lens options, including premium polar shades in classic tones. Available also with gold lens logos on selected colors.



ORJ9072S

Inspired by streetstyle and designed for kids who never give up, the wide-fit injected shape is all about action. Its trendy transparent color line-up means fun and is available in five different color-lens combos, with trendy transparent options and dark lens shades.



ORY1606

Smart, creative and made to play, this cool round style is always up for an adventure. Adding a kick of color to the classic shape with trendy, transparent pastels as well as classic black or Havana. These frames feature a fun wavy rubber color-insert at the temple for kids who love smart style with a bright side.



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