



GENUINE SINCE 1937

## RAY-BAN SPRING SUMMER 2019 COLLECTION

From trend-topping style to authentic cult status, Ray-Ban rocks the new year with a ground-breaking collection that is #Proudtobelong. Changing up the most iconic shapes and total legends with innovative shades and contemporary lines, the world's favorite eyewear brand never fails to make the unexpected yours for the taking.

Whichever way you look at it, original style never gets old. From classic Aviators and legendary Wings to retro 70's squares and semi-rim ovals, metal is finer than ever and still going strong. Lenses don't hide in the shadows either, coloring up your life with contemporary color-switch, two-tone mirror and trendy clear tint shades that make sure one look says it all.

And when it comes to acetate shapes, colored havanas and fresh new angles revamp everyday classics for a new perspective on any look. Lightening up the statement shape of the Meteor and Wayfarer, colorful additions to a classic Havana palette and fresh new angles recreate bold with easy-on style that makes its mark.

Never settle for ordinary – choose style that is free to be who you are, with the people who see you.



#### **RB1971**

When it's a real legend, it doesn't have to be bold to make a come-back, and this '70s retro revamp is no exception. Playing up the fine metal rims of the oversized square shape, new Evolve gradient lenses add contemporary colors to any shade with head-turning style. Also available with iconic G15 and a variety of crystal gradient lenses, the fine, yet strong metal frame comes in shiny metallic colorways or total black for a look that is anything but dull.



#### **RB3547**

With its hard to resist look of low-profile confidence, this 70's standout oval makes a colorful statement. Adding a fresh overtone to iconic metal frames, matt color profiles and contemporary two-tone mirror shades offer every kind of cool you can imagine. Choose from classic gold with green or blue lenses and trendy copper, silver or black frames with matt color profiles, for your own look.



#### **RB3697 Wings evolution**

An 80's legend comes back into view with a bold new squared Wing mono-lens shape and flashy new shades. Featuring fine flat metal temples and double bridge, unique mirror gradient lenses with the iconic Wings logo make sure this look will always soar above the rest. Available in shiny gold, silver, gunmetal or black with both daring colors and sleeker mirrored gradient shades that make light and color the boldest part of the look.



#### **RB4304**

What comes around, goes around, and when it does, it's total. Total color, total style and totally made to play. Upbeat fashion comes full circle on this high-volume, fresh-faced style with light-at-heart color and easy to wear trendy appeal. Light on the outside, dark on the inside, see-through colors frame the light, fresh look & feel of the style, while dense solid color shades give this style a look that is anything but invisible. Choose from a wide range of transparent colors and solid lens colors including dense tones of dark blue and dark violet.



#### **RB3025**

The original Aviator is back with a cool new sidekick. Taking this high-flying pilot to new heights, matt color profiles trace the iconic metal rims, framing the cool new light mirror effect of double mirror crystal gradient shades with high-definition, contemporary style with absolute brand appeal.



#### **RB3689**

Flat-line refinement adds a sophisticated new edge to this reboot of the legendary Aviator with modern flat metal temples and a super sleek double bridge. Pairing classic metal tones with new gradient Evolve shades and see-through polar lenses, as well as the possibility to add prescription lenses, this iconic look checks every box in Ray-Ban style.



#### **RB2140**

Totally cool since 1952, this celebrity Ray-Ban style never fails to surprise. Honoring a benchmark in the brand's creative history, this year the Wayfarer plays with new color layers and clear gradient crystal lenses for a look that is as expressive as it gets. Whether you're after a bright pop of color or more toned-down style, choose from grey, red, blue and brown layers over colorful Havanas for a total look with legendary soul.



#### **RB2185 - Wayfarer II**

Rounding up the iconic Wayfarer with colorful attitude, this pared-down acetate frame matches new colored Havanas with vibrant color-switch gradient shades and bold black temples for an absolute Ray-Ban look. Wayfarer II is also available in total black or Havana with polar green or classic G15 lenses for a more modern-classic look.



#### **RB3119**

A podium protagonist from 1965, the Olympian hasn't lost a second on its stride. With its wrapped metal curves and sporty feel, this one of a kind design gives any look absolute Ray-Ban style. Framing its 21<sup>st</sup> century comeback with a fresh selection of demi-shine colors, this style features both iconic blue and new gradient shades for on-trend street attitude. Make it yours in black/gold, Havana/gold, blue/gunmetal or total black.



#### **RX5377**

Making its debut on optical, a fresh new color-profile and smart, slimmed-down volumes frame this original Ray-Ban design with all of the modern-vintage style you'd expect from an icon: the Meteor is back, better than ever. Lightening up the look, trendy bilayer frames come in sophisticated striped or contemporary colored havanas, while classic black or Havana versions offer passepartout design with statement appeal.



#### **RX6547**

Lighter, finer and stronger than ever, Ray-Ban reimagines total metal with a trendy take on cutting-edge style. Starting from the lenses, this low-profile oval optical shape offers a fresh made-to-succeed look, while contemporary matt finishes and fine-tuned color profiles put smart back in the spotlight. Available in matt gold, silver, gunmetal and copper, with colored rims on two SKUs.



#### **RX2185 V - Wayfarer II**

Paired down and rounded up, this fresh, modern style reworks a legendary Ray-Ban shape with effortless style. Whether it's in timeless black or classic havana with playful color layers, let this new icon frame everything you're looking for, and more. Choose from Havana with light blue, brown or transparent green underlayers, or versatile classics that go with everything and always make their mark.



**RX5370**

Contemporary angles add a quirky edge to this fine, wide-eyed optical style. With its eye-catching six-sided shape, the polished acetate frame is sure to steal the attention of whoever looks your way. Choose to make your mark in high-definition total black or let glowing havanas shed new light on contemporary sophistication with total allure.



**RX5372**

Light, yet powerful, this super-slim acetate frame puts stylish confidence into perspective with an edgy new angular design. Giving the daring shape time-tested credibility, glowing red, yellow or beige havanas and polished black put an unconventional classic-modern spin on contemporary design for easy to wear, everyday style.

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