



GENUINE SINCE 1937

RAY-BAN SPRING-SUMMER 2014. UNMISTAKABLE STYLE, BETWEEN ICONS AND HIGH TECH.

The style of Ray-Ban sunglasses has never ceased to renovate itself, without ever changing, since 1937. Icons that embody values such as authenticity, courage, love of a challenge. The first, the famous Ray-Ban Aviator, designed to protect US air force pilots from high-altitude glare, quickly became the favorite eyewear of Hollywood movie stars. Along with the other iconic models of the brand, Ray-Ban Wayfarer and Ray-Ban Clubmaster, they are also objects of worship that never ceases to fascinate. Perfect companions for an active lifestyle and a contemporary look, the Ray-Ban for next summer have new designs, new colors and are enriched with technical developments and challenging materials that make them ultra comfortable. A collection designed for the youngsters and cool hunters, with so many new models tuned with the world's most cutting-edge fashion and lifestyle.

SUN

ICONS



RB2140QM

For the first time ever, the iconic design of Ray-Ban Wayfarer is dressed in leather. Craftsmanship and innovation combine to wrap the frame like a glove in genuine leather. The result is one-of-a-kind and impeccable – a new accessory to be worn with any look. Available in black leather and brown leather, with polarized lenses.



RB3025JM

Ray-Ban Aviator Full Color

The iconic Ray-Ban Aviator is reinvented in a fresh and crisp combination. The golden metal frame is wrapped in acetate, with a young and vibrant palette and tone on tone crystal gradient lenses. A carefree version, which reconfirms a classic style like Aviator as more modern and contemporary than ever. Available in 6 colors: green, blue, red, white, tortoiseshell, yellow, black.

RB2140



Ray-Ban Wayfarer Urban Camouflage

The iconic Ray-Ban Wayfarer has been reinvented for the urban tribe chasing trends and turned into a cool accessory that goes beyond the seasons. The new Ray-Ban Wayfarer Camouflage, despite being 'Camouflage', is the eyewear of those who want to get noticed with style. The front in matte acetate is 'regular', but just turn your head sideways to discover the amazing temples covered in camouflage fabric exclusive. The interior of the temples is the same color of the front, the tip is branded with the Urban Camouflage logo. Thanks to a special

treatment, the fabric is resistant to water and perspiration. The Urban Camouflage mini-collection is available in 6 different colors. Blue front with blue-sky blue-green camouflage temples and gray mirror glass lenses. Military green front with green – red - brown camouflage temples and crystal brown gradient lenses.

Beige front with gray-brown-yellow camouflage temples and brown glass lenses. Purple front with gray -violet-blue camouflage temples and crystal gray gradient lenses. Black front with gray-beige- blue camouflage temples and green crystal lenses.

Black front with black- light-green and dark green camouflage temples and polarized green lenses. And for all, a dedicated red packaging.

HIGHSTREET

RB3513



Metal Generation '2 .0. 'Adored by youngsters and all trendsetters, the thin flat metal frame arrives for the first time among the sunglasses in a model that represents the' Next Aviator Generation '. Staying true to the original design, the frame is made with an innovative construction system (laser-cut steel sheets), a technique that allows extreme precision in the lines. Details for maximum comfort: dedicated stress-resistant hinges and nylon fiber lenses for extra lightness. Matt finish.

OPTICAL



RX5309

Eyewear for men, rounded at the bottom of the front. The two-color frame, full colors on the outside with tortoiseshell on the inside, gives an elegant twist to the collection. Metallic rivets and dedicated hinges complement the refined style of the model..



RX5311

The feminine shape of this model, rounded and slightly cat-eyed, is made even more attractive thanks to its two-color frame. Tortoiseshell on the outside with opal colors inside, an up-to-date combination that represents a specific choice of style. Dedicated metal rivets and hinges add a touch of brightness to the new model.

About Ray-Ban:

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Luxottica Group S.p.A.

Luxottica Group is a leader in premium, luxury and sports eyewear with approximately 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. Proprietary 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, 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, 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 2012, Luxottica Group posted net sales of more than Euro 7.0 billion. Additional information on the Group is available at www.luxottica.com.

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