



GENUINE SINCE 1937

RAY-BAN SPRING-SUMMER 2015 GROUNDBREAKING TECHNOLOGY & ICONIC DESIGN: INTRODUCING THE NEW RAY-BANS

For spring-summer 2015, Ray-Ban presents its new explorations in the world of materials and technology, and creates innovative, intriguing versions of its iconic models along with new sun and optical styles.

Ray-Ban has been synonymous with experimentation, adventure, functionality and design since 1937. The first Ray-Bans, the Aviators, created for US Air Force pilots, are a perfect combination of aerodynamic style, comfort and technical performance. This is why since they were first offered on the market they have never stopped collecting new fans. Another two of Ray-Ban's styles have become timeless icons: the Wayfarers, with their unique design conceived for men and women of character, and the Clubmasters, with their assertive upper profile and their vintage intellectual look.

In this season, Ray-Ban continues its research into the possibilities offered by the new technologies. In particular, Liteforce – a material used in the aerospace industry – has a major role in two new sport styles in the sun segment, and in a mini collection in the optical segment: Ray-Ban uses this ultra-light, highly durable material to produce extremely lightweight and long-lasting models. The Light Ray technology, based on a titanium alloy and a patented screwless, weldless hinge, has been advanced into Light Ray 2.0, featuring an innovative mix of nylon and Light Ray. As epitomes of design, both the Wayfarer and the Aviator were the ground breakers of this new combination of innovation and style. But it is the Wayfarer that claims the role as the icon of spring-summer 2015: offered in denim, and leather, as well as Liteforce in the optical version, or in a new premium acetate with an original fleck effect, the model demonstrates its ability to meet any challenge and to maintain its cachet across materials and new technologies.

ICONS

SUN



RB2140

Denim Wayfarer and Wayfarer Fleck Acetate

The Wayfarer: identical to itself, yet entirely renovated in materials and colours. The Wayfarer is the style where Ray-Ban's experimentation reaches its boldest heights.

For the first time in history, the iconic Wayfarers are offered in an original denim version produced through a high-tech process developed by Ray-Ban. The frames are made of 100% ultra-strong denim, with a coating of polypropylene layers. The two materials are combined through an accurate layering process carried out at temperatures reaching 200 °C to achieve perfect adhesion. The result is a strong pair of Wayfarer glasses made of four or five layers of denim - a concentrate of technology with the rebel look of hand-finished jeans for a unique flair. The style comes in classical denim blue or in a range of new colours: black, light blue, rust, green and purple.

Wayfarer Fleck Acetate: notes of green, blue and yellow blend into the tortoiseshell acetate with a special colour effect. From this mix of colours, Ray-Ban has created highly innovative versions of Havana. Available in Havana blue, Havana green, Havana black, Havana red and Havana brown.



RB3025

Aviator: like the other icons of the brand, the Aviators are being refreshed and revamped with new materials and colours. The brass-like effect gives the metal frame a vintage patina, in sharp contrast with the contemporary look of the mirrored lenses in vibrant colours. Available combinations include: semi-gloss brushed bronze with grey-purple, red, lilac or blue mirrored lenses.



RB3136

Caravan: another Ray-Ban classic restyled with a brass effect on the metal frames and mirrored lenses in totally new shades. Available combinations include: semi-gloss brushed bronze with grey-purple, red, lilac or blue mirrored lenses.

OPTICAL



RX6317

Ray-Ban's creative experimenting with materials extends to the Clubmasters, now offered in a new total-metal unisex optical version in a shape inspired by the Clubmaster, but with more rounded lines. The redesigned flat front gives even sharper definition to the original shapes and details, like the elaborate temples. Colour variants include: matte brown, matte silver, matte gunmetal, black and matte silver, or black and matte gold.

TECH LIGHT RAY

SUN



RB4210 Wayfarer Light Ray 2.0



RB4211 Aviator Light Ray 2.0

The Light Ray technology (titanium frames with patented weldless hinges) moves a step forward to become Light Ray 2.0, a revisited version of the Light Ray technology in a modern, minimal key, originating two new versions of the Aviator and Wayfarer sunglasses.

With fronts of ultra-thin nylon and temples of 100% pure titanium, these models look incredibly modern in their combination of innovative materials, like matte clear nylon in intriguing contrast with blue, green or orange mirrored lenses. This synthesis of lightweight technology results in amazingly durable glasses.

In these technologically advanced versions of the classic Wayfarer and Aviator styles, the finishes have been changed to produce a sharper contrast with the sun lenses. Available with blue, green and orange mirrored lenses; matte dark blue with gradient grey lenses; matte black with grey lenses, and matte brown with gradient brown lenses.

OPTICAL



RX7038



RX7039

The Light Ray 2.0 technology is also offered in two optical models: the square shaped RX7038 has a more assertive, nerdish style, while the RX7039 features thinner, softer lines. Both are available in matte black, matte dark blue, matte transparent, matte dark red, and matte dark brown.

TECH LITEFORCE

Liteforce is a next-generation material already used by Ray-Ban for sunglasses, and now also available in the optical segment. Liteforce is a semicrystalline thermoplastic with outstanding resistance to chemical and mechanical agents. For this reason, it is used in the aerospace and chemical industries. Its key benefits in optical applications are lightness, flexibility, durability and comfort. This makes it particularly suitable for lightweight optical glasses of superior comfort.

SUN



RB4215

This new sun style features a sporty casual look and a wide rectangular shape. The frame is entirely made of Liteforce, with a semi-gloss or semi-matte finish. The Ray-Ban logo is engraved on the precision cast hinge.

Offered in black with green lenses; amaranth red with gradient brown lenses; matte blue with gradient grey lenses; dark brown with brown polarized lenses; and dark purple with gradient grey polarized lenses.

OPTICAL



RX7034

The classic Wayfarer turns into a versatile, lightweight frame in the Liteforce optical version. With the high level of lightness and comfort ensured by the Liteforce technology, even glasses with a strong character like the Wayfarers become lightweight to provide a superior fit.

The style comes in a wide range of colours, from matte dark grey to glossy purple red, through matte dark blue and matte green.

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