



RAY-BAN OPENS ITS FIRST STORE IN VERONA: THE NEW DESTINATION FOR RAY-BAN FANS

Milan – 29 March 2019

Ray-Ban is announcing the opening of its first standalone store in Verona. The store will be located in one of the oldest and most prestigious pedestrian streets in Europe: Via Mazzini. Joining the two main squares in the centre, Via Mazzini is the heart of the city and the most important shopping street in Verona.

“Following openings in Milan and Rome, the new Ray-Ban store in Verona is another success for the brand,” commented Leonardo Maria Del Vecchio, Head of Retail Italy. “The location in the centre of Verona was an important choice in terms of visibility and image; Via Mazzini, in particular, is a perfect combination of strategic location and creative and cultural epicentre.”

This new space, which will host a wide and exclusive range of Ray-Ban products, perfectly reflects the brand’s style and is designed to be a place where consumers can come into contact with the brand’s history and future, making a journey into its range. The vast selection of sunglasses and glasses frames is the result of continuous reinvention and reinterpretation of the brand’s iconic models, with the goal of always remaining at the forefront of technology and style.

According to Alessandro Chiarelli, Ray-Ban’s Global Brand Director, “The store’s environment reflects the brand’s creative and most authentic spirit and offers an engaging and complete shopping experience. Our consumers are offered a real journey through the brand’s iconic image, accompanied by a wide variety of sunglasses and glasses to choose from. Additionally, we offer an innovative “complete pair” service with custom-made 100% Ray-Ban prescription lenses.”

This opening is an important new strategic step in the development plan of the brand and Luxottica, the leading group in the design, production and distribution of high-end, luxury and sports eyewear with around 9,100 stores around the world.

It is a crucial step in the process of strengthening Ray-Ban’s role as a brand capable of overcoming its product category limitations and becoming an icon that is not only able to create glasses, but also to define a lifestyle and to reinterpret everyday life.

The Ray-Ban store in Via Mazzini 79 is open from Monday to Saturday from 9.30 to 20.30 and on Sunday from 10:00 to 20:00.



About Ray-Ban:

<https://www.ray-ban.com>

[Facebook.com/RayBan](https://www.facebook.com/RayBan)

[Twitter.com/ray_ban](https://twitter.com/ray_ban)

[Instagram: @rayban](https://www.instagram.com/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, Ferrari, Michael Kors, Prada, Ralph Lauren, Tiffany & Co., Valentino and Versace. The Group's global wholesale distribution network covers more than 150 countries and is complemented by an extensive retail network of approximately 9,100 stores, with LensCrafters and Pearle Vision in North America, OPSM, LensCrafters and Spectacle Hut in Asia-Pacific, GMO and Óticas Carol in Latin America, Salmoiraghi & Viganò in Italy and Sunglass Hut worldwide. In 2018, with approximately 82,000 employees, Luxottica posted net sales of about Euro 9 billion. Additional information on the Group is available at www.luxottica.com.