



RAY-BAN SUMMER 2021

Inspired by original icons, the latest Ray-Ban collection opens our eyes to a whole new world in uncompromisingly authentic style.

Made for those who live their vision of life to the fullest, the new release celebrates shape-driven design with old-school attitude and a fresh twist of color.

From 50's underground Club stars to irreverent 60's V-angles and powerful acetate profiles, the look is bold, self-assured and anything but ordinary. And there is no mistaking the spirit:

Ray-Ban 2021 – Real style never gets old.

ICONS



RB2201 – LARAMIE

Designed to resonate with the daring irreverence of those who live their dreams with open eyes, this is the look of a new classic. Featuring a head-turning steep “V” brow line that echoes back iconic 60s design, a wide range of new colored or striped Havana acetates and clear gradient or polar shades give it must-have appeal.



RB2199 – ORION

Carefree, yet self-assured, fresh colors power up vintage textures to make the bold shape of this original 50s design a must-have for the now, and icon of the future. Pairing new colored havanas with modern light gradient shades or retro tones with dark polar lens tones, this far from ordinary style gives any look unmistakable Ray-Ban attitude.



ORX5398 HAWKEYE

Looking into the future with time-tested resilience, this original Ray-Ban design makes a come-back with disruptive retro flair. Smart, confident and never conventional, totally new transparent undertones layer up the easy to wear, genderless acetate design with must have appeal, understated havanas and polished rivets give it total icon style.



RB3016 – CLUBMASTER

Curious, creative and forever a no-compromises icon, the most eloquent Ray-Ban style gets an intriguing new twist to make sure it will always stand out in the sophisticated crowd. Giving vintage and gradient havana tones a boost of color, New pink, gray or yellow havanas and clear gradient shades make sure it never gets left behind.



RX5154 – CLUBMASTER

The signature style of trailblazing artists and brilliant minds, the Clubmaster is an cultural icon of timeless creativity that continues to lead the way into the future. Inspired by daring intellectuals from the 50's, fresh new colored havanas and trademark rivets jazz up the bold-brow style, fine metal rims counter its powerful gaze with the lightness of authentic design.

About Ray-Ban:

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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, 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 9,200 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. Additional information on the Group is available at www.luxottica.com