



SS FERRARI COLLECTION

JUNE 2021 -Lining up at the start of the 2021 racing season, the Ray-Ban for Scuderia Ferrari partnership is back in pole position with an exciting new eyewear series inspired by the new F1 Ferrari car. Defined by the racing legend's passion for speed, the new collection is out to defy the limits of time, in style.

Featuring ultra-light, super strong, carbon fiber and high-tech rubber finishes, four new looks come around the circuit hard and fast, giving adrenalin charged curves and engineered steel profiles. With each piece directly inspired by parts of the car, the edge on high-performance style, iconic Prancing Horse racing shields and trademark red, yellow and black color accents underline their exclusive design status.

Welcome to the speed-driven world of winning design: Ray-Ban for Scuderia Ferrari.



RB4365M

Reinterpreting the curved contours of legendary Ferrari racing design, a distinctive new piston-inspired, enhanced temple shape and soft-touch bi-injected rubber finishes adds a high-impact attitude to this powerful new Ray-Ban for Scuderia Ferrari design. Iconic Prancing Horse shields and bright red or yellow accents take it from the pit to the podium in record speed. Available in 5 color variations featuring combinations of black, gray, red with mirror and dark classic green lenses, these shades are for looks that are driven to win.



RB4363M

Stepping up the profile of performance-driven style, high-energy flash lens shades, new F1 gill temples and soft grip finishes define the superior performance of this dynamic look, racy red, yellow and black rubber grips and exclusive Prancing Horse shields which identify the unbeatable partnership behind its design: Ray-Ban for Scuderia Ferrari. Choose from 5 color ways with racy two-tone fronts or cool matte & shiny texture combinations; classic or bright flash lenses engraved with the iconic Ray-Ban and Ferrari lens logos for contemporary style with a top-of-the-podium prestige.



RB4364M

Powerful, yet streamlined, engineered steel hinges and an eye-catching high-brow structure balance out the bold profile of this dynamic shape with a made-for-speed look & feel. Designed to wrap around your vision of the circuit, ergonomic rubber nose pads and grips, along with a high-brow rubber insert in Testa Rossa red or Modena yellow to stand out against dark frame colors or complement a racy red model, sleek dark green or energy-charged flash lenses feature trademark lens logos to make sure its unique Ray-Ban for Scuderia Ferrari design stands up to the pace.



RB8359M

Always living its passion to the max, the vision of the exclusive Ray-Ban for Scuderia Ferrari design is light, fast and clear. And true to form, this enhanced performance style is never afraid of a challenge. Featuring a distinctive carbon fiber brow bar and temples for a super light fit, as well as edgy angles on a wrapped, soft-grip frame, this design is all set to push the limits. Always adding the Scuderia Ferrari racing colors and Prancing horse shields, high-adrenalin flash lens and V-6 inspired gills depicts utter style. Choose from five color options, with cool gray & black or iconic black and red combinations, classic or flash lens shades and sleek carbon-fiber patterns for a distinctive Ray-Ban for Scuderia Ferrari style.

About Ray-Ban:

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

Facebook.com/RayBan

Twitter.com/ray_ban

Instagram: @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, 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