



GENUINE SINCE 1937

THE SECOND DROP OF THE #YOUAREON CAMPAIGN IS LIVE! WITH NEW EPISODES FROM GLOBAL AMBASSADORS CHARLI XCX & BEABADOOBBE

The second release of You're On is revealed today with two new episodes from the award-winning and innovative musicians [Charli XCX](#) and [beabadoobee](#) channeling their authentic vibes that define their unique expressive styles. Continuing to play out in an eclectic series of shorts, the campaign frames a personal view on style, embodying that moment of being daring, free and spontaneous. It's a vibe, an energy and an attitude. The campaign celebrates one of a kind looks made for those who live the moment: Vinyl and Pool Party.

Charli XCX is a singer, songwriter and multi-faceted creative with an entrepreneurial spirit that has created her own lane as a modern-day pop artist. Her work has influenced wider popular culture and the music industry to set a new example in artistic output. Charli won the Variety Hitmakers award for **Innovator of Pop** and made the Mercury Prize **Album of the Year shortlist** for the release of her album titled, *'how I'm feeling now'* which she created from scratch in five weeks from home during the COVID-19 lockdown last year.

But it's not a solo show – sharing the stage is another shooting star on a meteoric rise whose one of a kind take on style is on every trendmaker's radar: meet **beabadoobee**. Always singing to her own tune and receiving critical acclaim for her debut album, *Fake It Flowers*, **beabadoobee** is hard to put in a box. Tuning anything from alternative rock to indie, like on her new EP, *Our Extended Play* she plays to her mood, because real hits come from real life. And her look is exactly that: made-in-the-moment and always totally real.

Backing up the launch are exciting digital activations including the #RayBanElevatorDance global TikTok challenge featuring an original catchy tune, "You're On" by **On the Groove** available across all music streaming platforms including Spotify, Apple, Amazon & Tidal. Starring in the challenge is the Italian TikToker **Giulia Penna** and ten of the world's coolest TikTok creators, with **@laurielle** (UK), **@roxanne.off** (France), **@selinamour** (Germany), **@andreaapalazon** (Spain) and **@guiliavitaliti** (Italy), as well as **@bdash_2**, **@yvnghomie**, **@raino**, **@luiscervantes** and **@officiallizzsanchez** from the US. Plus, new IG filters and video clips frame the 100% Ray-Ban prescription service and fresh takes on Ray-Ban culture for brand lovers who love to engage.

Welcome to a new era in Ray-Ban, it's a whole new world – get out there, You're On.

NEW YOU'RE ON CAMPAIGN EPISODES

VINYL

More than a look, cult style is a calling. From underground dub star culture to iconic music legends, in the know players pick their tunes in silence, the beat marks the rhythm, their looks say everything that needs to be said. They're wearing the coolest retro wireframes, because their vision, like their music, goes beyond trends or statements – they are simply epic.

POOL PARTY

Made for the fun, out-there attitude just made Ray-Ban's always ready to play design the coolest look in the room. Life's a party and these players are definitely not wall flowers, they love to laugh and their passion for living frames how they see the world. Splashing out in total style, their vibe is uncompromisingly authentic – it's totally spontaneous, a little bit out-there, and totally Ray-Ban.

YOU'RE ON CAMPAIGN FEATURE PRODUCTS:



RB3565 – JACK

Ready to step out, the Jack is designed for the sun and is anything but standard. Evolving to a rule breaking fusion of the iconic round and beloved hexagonal shape while blending a lightweight, shiny, contemporary, distinct style. The JACK blends a minimalist style with new bi-gradient shades to prove that smart design is always cool. Also available in the optical version.



RB2186 – STATE STREET

When it comes to authenticity, this look makes sure it counts. Building on its status, the chunky profile and flared brows make State Street hard to miss with a larger size frame and a hot retro look. Playing-up the tone of a vintage palette, new Havanas pair with gradient shades, signature rivets add an iconic finish.



RX5486 – STATE STREET OPTICAL

Born a rebel, this enigmatic optical look frames smart style with the stand-out attitude of a brave young generation that changed the world, starting in 1968. Lightening up the flared angles of the bold acetate shape, beveled brows, vintage rivets and new Havana textures catch the light, total black makes for a high impact look that never plays safe.



RX5487 NOMAD OPTICAL

Revamping a rare sun icon from the 80's, the Nomad travels through time to make its comeback with optical. With a bold square shape, extra-deep curved endpieces and wide temples, this one-of-a-kind style is made to move. The look will never go unnoticed in classic black or Havana and has a more relaxed feel in glowing striped blue/grey.

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