



RAY-BAN TRUE BLUE LIMITED EDITION COLLECTION: SIX LEGENDARY SHAPES REIMAGINED WITH A REFRESHING SUMMER FEEL

Ray-Ban, the world's leading eyewear brand, celebrates the spirit of summer with a capsule collection starring six of its legendary pieces.

The True Blue Collection brings a breezy blue vibe to that hot summer feeling. Each iconic model features blue lenses and clear blue frames or features - making them bright enough to catch attention, yet fresh enough to keep it chill all summer long. Eye-catching but still with a classic and iconic look, the True Blue capsule collection is a must have for summer 2021.

Celebrating Ray-Ban's timeless essence, the collection features iconic frames that feel more authentic than ever. From the **Aviator** and its boundless spirit first born in 1937 to the **Wayfarer**, launched in the 50s, that has been loved by dreamers, adventurers and pop-culture legends ever since. The **Inverness** and **Square 1973** that embody the joyful free spirit of the 70s with their oversized geometry and expressive personality, to the **Round** and **Wayfarer II** straight from the 80s.

Providing the greatest clarity and contrast, durability (scratch-resistant) and best homogeneity, these crystal lenses are a must have for Ray-Ban's Icons. Appropriate in any conditions, blue lenses deliver a true-to-color environment and reduce eye strain.

The collection will be available on Ray-Ban.com and in store across the World from July 2021.

TRUE BLUE CAPSULE COLLECTION FEATURE PRODUCTS:

RB3025 - AVIATOR



Currently one of the most iconic styles in the world, Ray-Ban Aviator Classic were originally designed for U.S. aviators in 1937. Aviator Classic is a timeless model that combines great aviator styling with exceptional quality, performance and comfort



GENUINE SINCE 1937

RB3447 - ROUND



The Ray-Ban unisex metal, iconic sunglasses are known for their defined round crystal lenses and distinct shape. A curved brow bar, adjustable nose pads, and thin metal temples with plastic end tips rest comfortably behind the ears.

RB2140 – WAYFARER



Ray-Ban Original Wayfarer Classics are the most recognizable style in the history of sunglasses. Since its initial design in 1952, Wayfarer Classics gained popularity among celebrities, musicians, artists and those with an impeccable fashion sense. As an iconic style of sunglasses, Original Wayfarer Classics always make a statement.

RB2185 – WAYFARER II



This sleek frame takes the iconic look of the Wayfarer and brings it full-circle for the modern age. With its slim acetate frame and skinny temples, the Wayfarer II delivers an aura of cool sophistication.

RB1973 – SQUARE 1973



From Ray-Ban's historical archive, these legendary shades return. With iconic geometry, the Square 1973, carries on I-Shape's legacy. Oversized square frames in acetate create stand-out designs.

RB2191 – INVERNESS



Straight from the vault, the '70s Inverness is back with its rugged edge. This popular legend takes its name from the Scottish town where the shape was first debuted. This bold acetate shape stands out from the crowd with its highlighted edgy surface.

About Ray-Ban:

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Luxottica Group S.p.A.

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