



RAY-BAN TECH: THE NEW RAY-BAN CARBON FIBRE SUNGLASSES BOASTS CUTTING-EDGE TECHNOLOGY AND INNOVATION

**RAY-BAN INTRODUCES TECH: A NEW COLLECTION OF CARBON FIBRE SUNGLASSES
TRADITION AND INNOVATION ARE THE HALLMARKS OF THE BRAND GLOBAL LEADER IN EYEWEAR**

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Ray-Ban introduces **Carbon Fibre**, the first release of the brand new Ray-Ban Tech Collection.

Ray-Ban Tech styles are the result of avant-garde manufacturing techniques leveraging both the unique Ray-Ban's history and state of the art processes specific to carbon fibre. A patented hyper-technological process is being employed in the development of Ray-Ban Tech together with sophisticated and constantly evolving materials.

Innovation has always been an integral part of Ray-Ban's DNA: the 1937 patent for the legendary Aviator model first used the term "anti-glare." These iconic sunglasses were developed specifically to offer pilots highly functional and comfortable shades. The green anti-reflective lenses, made of mineral glass to filter out infrared and ultraviolet rays, the teardrop shape, designed to fit snugly around the eye socket, and the ultra-lightweight gold-plated alloy frame are details that represent cutting-edge technical innovations, even today.

Carbon fibre is an extraordinarily sturdy yet extremely lightweight material. It has a very fine, threadlike structure and it is used to manufacture a wide range of materials referred to as "composites" because the fibres are combined with a matrix – generally resin – designed to hold these extremely strong fibres together, protect them and maintain the shape of the product.

In the Ray-Ban Tech **Carbon Fibre** Collection, the wrap-around temples are made of reinforced polyester resin sheets, composed of seven layers, all of which are made of carbon fibre mixed with resin. Each sheet is water-cut in order to suit even the slimmest temples. The result of this patented process is a frame that is extremely lightweight, sturdy, flexible and exceptionally durable.

The indestructible lightness of Tech, Ray-Ban's most advanced collection, goes hand in hand with innovative, performance-enhancing features. The P³ (polycarbonate) and P^{3PLUS} (crystal) lenses guarantee exceptional polarization, with more vivid and high-definition colors. An anti-reflective coating is also applied to eliminate glare and fully protect your eyes from harmful UV rays.



All the lenses must pass an impact test, known as the “Drop Ball Test”: a 16-millimeter steel ball is dropped onto the lens from a height of 1.27 meters. Furthermore, the hydro-oleophobic coating means that lenses are permanently protected against water and oily agents such as perspiration and fingerprints. Instead of adhering to the lens, water simply slides off, making Ray-Ban Tech ideal for sports and outdoor activities.

The rubber-injected end pieces and the embossed Ray-Ban logo on the inside of the temples of the Ray-Ban Tech **Carbon Fibre** frames allow for a better grip and optimum comfort. Furthermore, the bridge can be flexed and adjusted easily to fit faces of all shapes. The hinges have no welding on the front frame making the sunglasses more durable and enhancing their contours.

The Ray-Ban Tech Collection comes in a wide range of colors and styles, with a variety of combinations of temples and lenses, along with the usual colors in black and gray aluminum. The lenses are available in two different versions, polarized and non-polarized.



RB 8301

This model reinterprets the iconic teardrop Aviator style. The carbon fibre temples are combined with the bold shape of the metal front with a double bridge, for a strong, decisive personality.



RB 8302

This model features a metal frame and a double bridge, with large rounded lenses. These carbon fibre sunglasses with classic lines fit any face beautifully, making them perfect for both men and women.



RB 8303

These rimless sunglasses boast a front with a highly original metal bridge: the perfect choice for those who love a sleek and simple look. Extremely lightweight and functional, with face-hugging contours, this model guarantees top comfort in any situation.



RB 8304

Ultra-lightweight, functional, chic and streamlined, this rimless model features a metal bridge with unusual contours. The rounded lenses give these sunglasses a more feminine air, and the elongated shape exudes modern sophistication.

All of Ray-Ban Tech **Carbon Fibre** styles are available in three different colors: black with green lenses, gray with mirror gray lenses, and gray with bronze end-pieces and brown lenses.

About Ray-Ban

www.ray-ban.com

About Luxottica Group S.p.A.

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