



Ray-Ban

INNOVATION LAB

CTX

GO TO MARKET GUIDE 2026

- 01 STORYTELLING**
- 02 PRODUCT DETAILS**
- 03 KEY VISUALS**
- 04 SOCIAL TOOLS**
- 05 MARKETING TOOLS**

**PIONEERING MATERIALS, REDEFINING STYLE.**  
**THE INNOVATION LAB, EMBODYING THE RAY-BAN SPIRIT OF**  
**INNOVATION, WAS CREATED TO PUSH WHAT'S POSSIBLE. WE**  
**FUEL YOUR DESIRE TO **BREAK NEW GROUND** — TO EXPLORE, TO**  
**REFINE, TO REDEFINE YOUR STYLE. WE FUEL THE RHYTHM OF LIFE,**  
**WHEREVER IT TAKES YOU. ADVANCED MATERIALS THAT **EMPOWER.****  
**ENGINEERED CRAFTSMANSHIP THAT **ENDURES.** STYLE THAT**  
****INSPIRES.** FOR LIVES IN MOTION, FOR THE SEEKERS, MAKERS, AND**  
**MODERN PIONEERS — RAY-BAN INNOVATION LAB LEADS.**

RAY-BAN **INNOVATION LAB.**  
DESIGNED TO PERFORM.

**CTX / STORYTELLING**

# **TRANSFORMING THE EYEWEAR INDUSTRY**

**REDEFINING OPTICAL INNOVATION**

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**A NEW STANDARD FOR OPTICAL INNOVATION**

**CTX ISN'T JUST A NEW MATERIAL. IT'S A GAME-CHANGER. TODAY'S CONSUMERS DEMAND MORE FROM THEIR EYEWEAR — STYLE THAT STANDS OUT, AND PERFORMANCE THAT KEEPS UP.**

**CTX DELIVERS ON BOTH FRONTS, SETTING A NEW BENCHMARK FOR WHAT OPTICAL INNOVATION LOOKS AND FEELS LIKE.**

**CTX / THE CHALLENGE**

**I WANT SOMETHING LIGHT**



**LITEFORCE**

**BUT I'M SEEKING A DURABLE  
METAL MATERIAL**



**TITANIUM**

**AT THE SAME TIME, I WOULD LIKE TO  
SPEND A REASONABLE AMOUNT OF MONEY**



**CTX**

CTX / COMPARISON CHART

| LIFEFORCE                                                                         | TITANIUM                                                                           | ACETATE                                                                             | CARBON FIBER                                                                        | CTX                                                                                 |
|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|  |  |  |  |  |
| FEATHERLIGHT<br>● ● ● ●                                                           | LIGHTNESS<br>● ● ● ○                                                               | LIGHTNESS<br>● ● ○ ○                                                                | LIGHTNESS<br>● ● ● ●                                                                | LIGHTNESS<br>● ● ● ○                                                                |
| FLEXIBLE<br>● ● ● ○                                                               | FLEXIBLE<br>● ● ● ○                                                                | FLEXIBLE<br>● ● ○ ○                                                                 | FLEXIBLE<br>● ● ● ●                                                                 | FLEXIBLE<br>● ● ● ●                                                                 |
| ULTRA-RESISTANT<br>● ● ● ●                                                        | CORROSION RESISTANT<br>● ● ● ●                                                     | DURABLE<br>● ● ○ ○                                                                  | DURABLE<br>● ● ● ○                                                                  | DURABLE<br>● ● ● ○                                                                  |
| ULTRA-THIN<br>● ● ● ●                                                             | HYPOALLERGENIC<br>● ● ● ●                                                          | HAND-POLISHED<br>● ● ● ●                                                            | COMFORTABLE<br>● ● ● ●                                                              | COMFORTABLE<br>● ● ● ●                                                              |

## CTX / PRODUCT DETAILS

# A PIONEER IN THE EYEWEAR MARKET, COPPER TITANIUM NKT322 IS A **CUTTING-EDGE ALLOY**

CTX AS A HIGH-PERFORMANCE ALLOY IN SHEET FORMAT FOR FRAMES MANUFACTURING. FIRST USE OF CTX IN EYEWEAR DESIGN.

## FUTURE-FORWARD MATERIALS

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Today's premium consumers crave innovation — CTX answers that call with a cutting-edge material: the first of its kind in eyewear, made of 97% copper and 3% titanium.

## DESIGNED WITH A PURPOSE

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CTX isn't just strong — it's sleek. It fuses high-performance durability with a clean, elevated aesthetic.

## TUNED INTO THE GORPCORE MOVEMENT

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Technical meets trendy: CTX taps into the rise of utilitarian fashion, where function fuels style.

## PREMIUM VALUE AND POSITIONING

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CTX elevates the product story — justifying higher pricing, increasing margins, and enhancing brand desirability.

# CTX / KEY BENEFITS



## LIFEFORCE

Thanks to a 3% of titanium content this material is stronger and more lightweight vs. standard copper



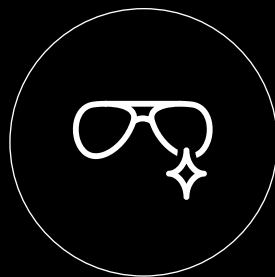
## FLEXIBLE & STRONG

It showcases high mechanical properties: it can be bent without being deformed permanently



## COMFORTABLE

Frames made with this material are less rigid and therefore adapt better to different features



## POLISHED

It offers refined, clean finishes compared to steel. Overall, the aesthetic quality is superior



## SUSTAINABLE

The alloy contains a minimum of 95% recycled content, consisting of 100% recycled copper. Recycled content is defined in accordance with ISO 14021

KEY VISUALS



ORX7550 3221

Preliminary



ORX7553 3214 & 3217

Preliminary

SECONDARY ASSETS



ORX7551 3214

Preliminary

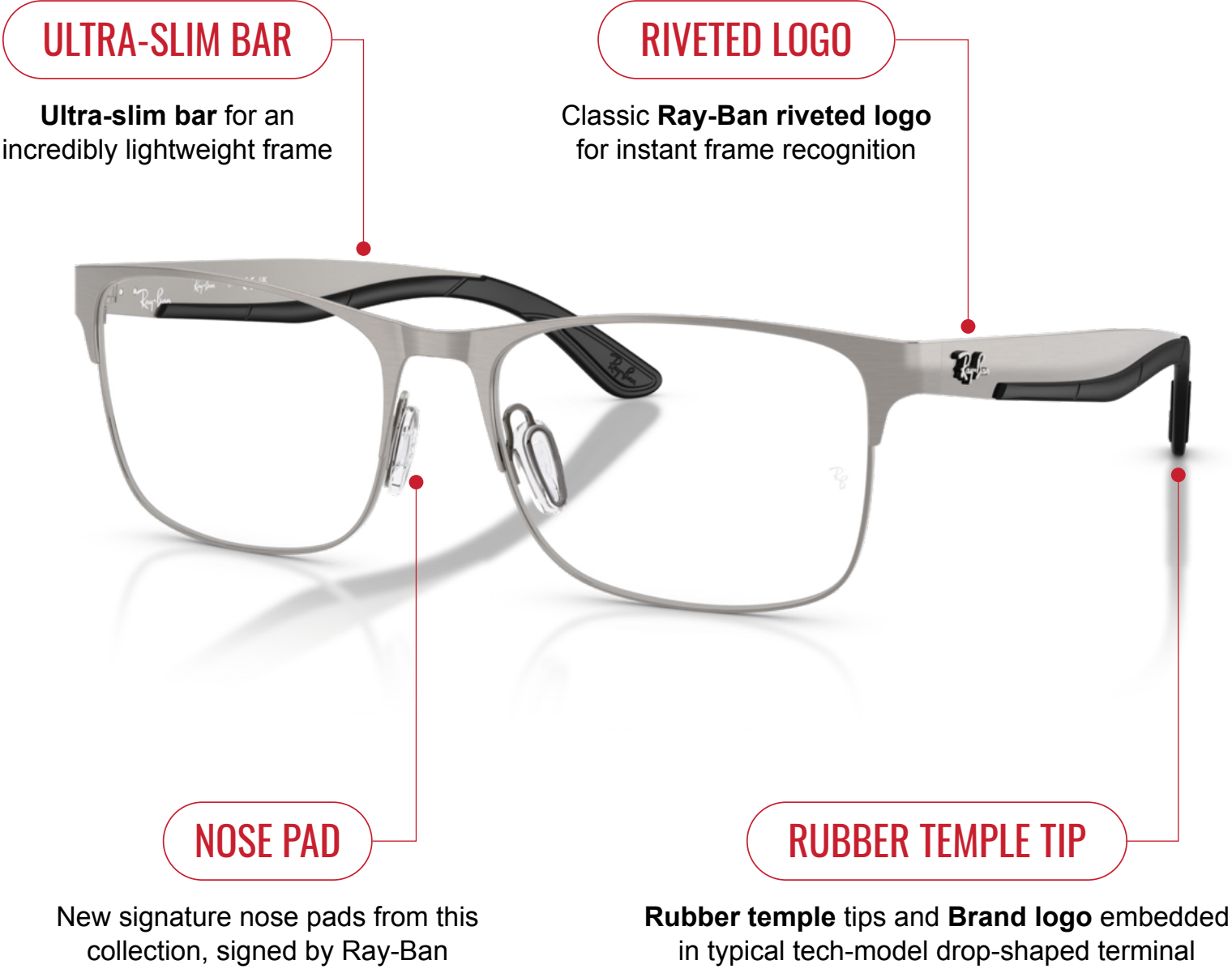
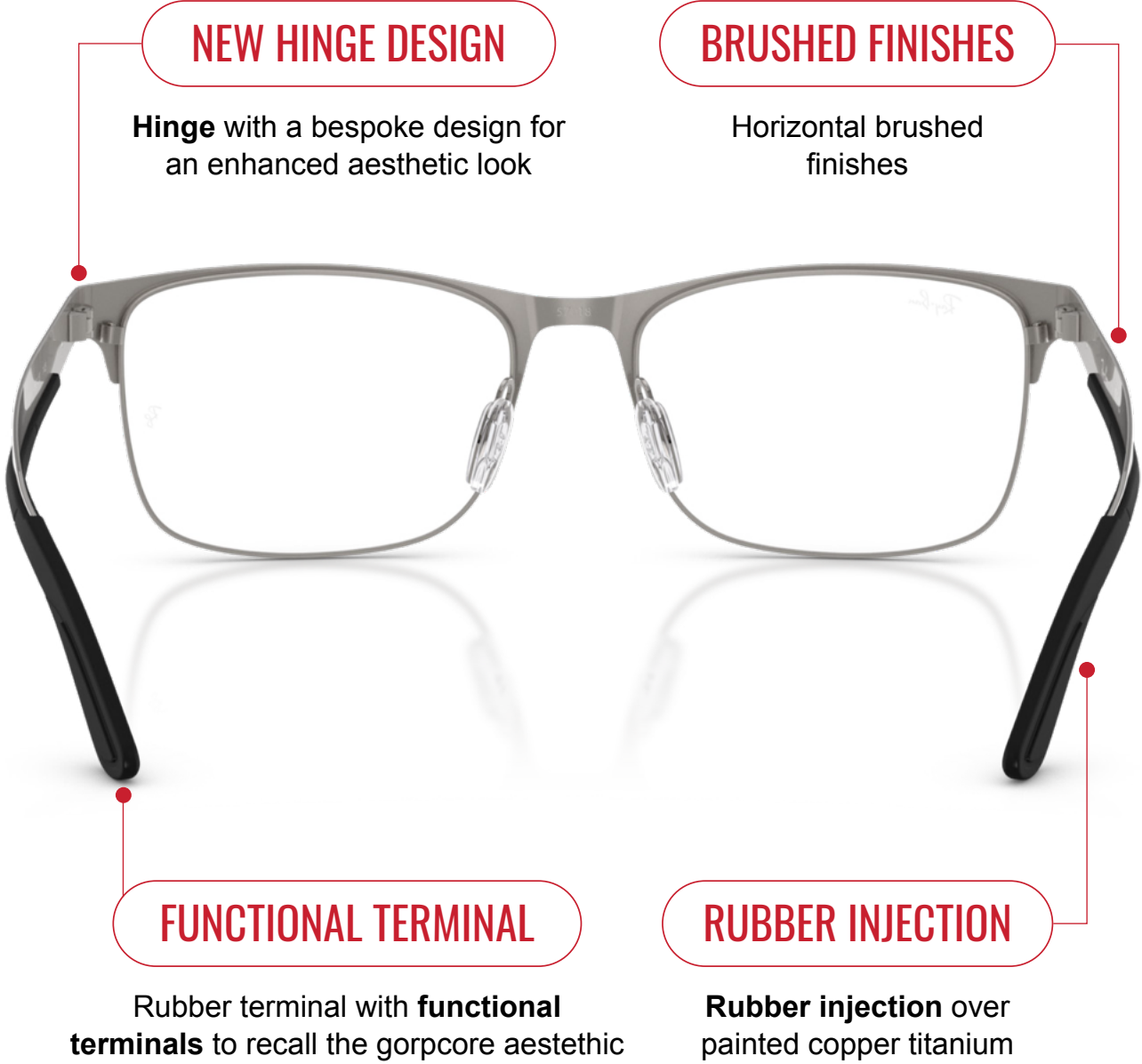


ORX7552 3209

Preliminary



CTX / DETAILS





ORX7550 3221



ORX7553 3217



ORX7553 3214

CTX / PRODUCT KEY VISUALS



ORX7553 3214



ORX7550 3221



ORX7550 3221 ORX7553 3214

CTX / SECONDARY VISUALS



ORX7551 3214



ORX7552 3209



ORX7552 3209

**CTX / PRODUCT VIDEOS**

ORX7550 & ORX7553

The image features the Ray-Ban logo in a white, cursive script font, centered in the frame. The logo is superimposed on a dark, minimalist studio background. A large, dark rectangular block sits on the floor in the foreground, and a smaller, dark rectangular block is suspended in the air above it, supported by thin vertical lines. The lighting is dramatic, with a soft glow emanating from behind the logo and the blocks, creating a sense of depth and highlighting the brand name.

Ray-Ban

CTX / TALENT VIDEO

Ray-Ban

INNOVATION LAB — CTX



**ORX7553 3214**

Blends copper-titanium alloy and rubber for lightweight comfort and flexibility. With horizontal brushed finishes, a circular hinge with a flat Torx screw, and a twisted temple detail, it's a sleek, performance-driven frame with a modern edge.



**ORX7551 3214**

Preliminary  
Crafted from innovative copper-titanium alloy – strong, lightweight, and comfortable. Its sleek, dynamic design, slim copper-titanium alloy temples, and rubber details ensure flexibility for a secure, adaptable fit.



**ORX7550 3221**

Crafted from innovative copper-titanium alloy—strong, lightweight, and durable. Its sleek squared design, slim copper-titanium alloy temples, and rubber details ensure flexibility for a comfortable and adaptable fit.



**ORX7552 3209**

Preliminary  
Blends copper-titanium alloy and rubber for a lightweight, comfortable fit. With horizontal brushed finishes, a circular hinge with a flat Torx screw, and a twisted temple detail, it's a sleek, performance-driven frame with a modern edge.

# INNOVATION LAB / SOCIAL PACK

## TALENT VIDEOS



DOWNLOAD HERE

## PRODUCT VIDEOS



DOWNLOAD HERE

## EXTRA VIDEOS



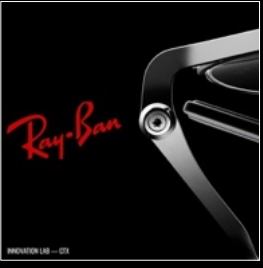
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## TALENT KEY VISUALS



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## PRODUCT KEY VISUALS



DOWNLOAD HERE

## 360 PRODUCT IMAGERY



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## SECONDARY KEY VISUALS



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SALES SUPPORT

ONE PAGER



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DEDICATED LANDING PAGE



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EDM – FOR REPS + SHARED VIA B2B

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Interactive module

RAY-BAN: HIGH-PERFORMANCE FRAME MATERIALS

LEONARDO: INNOVATIVE MATERIALS  
PAGE LIVE WITH KEY SELLING POINTS



# THE MAKERS

*Ray-Ban*