



NEW COLLECTION N12026

TRADE MARKETING GTM | USAGE RIGHTS EXPIRE 8TH FEB 2027

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STORYTELLING

INTRODUCING THE NEW ARRIVALS.

THE LATEST STYLES, DISTILLED. THE MANY FORMS OF EVERYDAY EXPRESSION, UNFILTERED. FROM DELICATE METALS TO SMOOTH ACETATES, DISCOVER THE PAIR THAT TRULY DEFINES YOU — TODAY AND BEYOND.

CONTINUING THE LEGACY OF ICONS.

TIME MOVES ON, TRENDS EVOLVE — BUT ICONS NEVER FADE. THEY DON'T DISAPPEAR; THEY BECOME BOLDER, SHAPED BY TIME AND DEFINED BY ATTITUDE.



Ray-Ban

PRODUCT OVERVIEW

ICONS

HERO PRODUCTS



RB0832S 902/R5



RX0832V 2144



RX5698 2012



RB2223 902/B1



RX2223V 2000



RB3779 001/3F



RB3780 001/31



RX6550 2501

INTERNATIONAL COLLECTION INSPIRED BY ASIA



RB4473D 6677/87

KEY TALENT



RB0832S 902/R5



RB2223 902/B1



RB3780 001/31



RX0832V 2144



RX2223V 2000



RX6550 2501

KEY PRODUCT



RB0832S 902/R5



RB2223 902/B1



RB3780 001/31



RX0832V 2144



RX2223V 2000



RX6550 2501

*PRODUCT STILL-LIFE ASSETS WILL BE DIGITAL ONLY.

SECONDARY TALENT



RX5698 2012



RB3779 001/3F



RX3774VD 2993



RB4473D 6677/87

SECONDARY PRODUCT



RX5698 2012



RX5451 2000



RB3778 001/31



RB4473D 6677/87



RB4474D 667511



RX3774VD 2993

*PRODUCT STILL-LIFE ASSETS WILL BE DIGITAL ONLY.

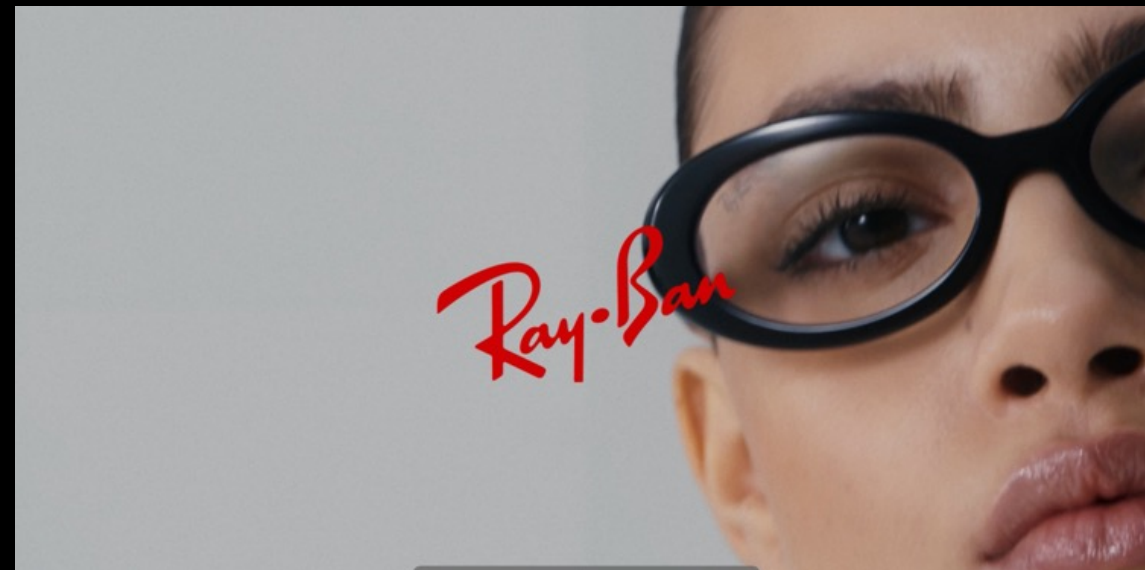
VIDEO

SUN



RB3780 001/31
RB3779 001/3F
RB0832S 902/R5
RB2223 902/B1
RB4473D 6677/87

OPTICAL



RX2223V 2000
RX0832V 2144
RX5698 2012
RX6550 2501

MIX



RX2223V 2000
RX0832V 2144
RX6550 2501
RB2223 902/B1
RB0832S 902/R5
RB3780 001/31

SOCIAL PACK

TALENT VISUALS

16 X 9, 1 X 1, 4 X 5 AND 9 X 16 AVAILABLE.



EXTRA TALENT



DOWNLOAD 

PRODUCT VISUALS

16 X 9, 1 X 1, 4 X 5 AND 9 X 16 AVAILABLE.



EXTRA PRODUCT



DOWNLOAD 

VIDEOS

SUN, OPTICAL, AND MIX



DOWNLOAD SUN 



DOWNLOAD OPTICAL 



DOWNLOAD MIX 

SOCIAL COPY

CAMPAIGN - NEW ARRIVALS

LONG

- THE LATEST STYLES, DISTILLED. THE MANY FORMS OF EVERYDAY EXPRESSION, UNFILTERED. FROM DELICATE METALS TO SMOOTH ACETATES, FIND THE PAIR THAT DEFINES YOU.

SHORT

- UNFILTERED. UNSCRIPTED. THE NEW COLLECTION HIGHLIGHTS THE MANY FORMS OF EVERYDAY EXPRESSION. FIND THE PAIR THAT DEFINES YOU.

SUPER SHORT

- NEW ARRIVALS. MADE FOR EVERYDAY EXPRESSION.

ADV PRODUCTS

MEGA WAYFARER II - RB0832S 902/R5

- ICONS NEVER FADE – THEY ONLY GROW BOLDER. MEET THE NEW MEGA WAYFARER II, A MEGA SILHOUETTE WITH CLASSIC APPEAL. THE HAVANA FRAME WITH BOLD TEMPLES FEATURES THE SIGNATURE RIVETS FROM THE ORIGINAL ICON AND BLUE LENSES, ADDING AN EDGE TO YOUR EVERYDAY STYLE.

MEGA WAYFARER II - RX0832V 2144

- ICONS NEVER FADE – THEY ONLY GROW BOLDER. MEET THE NEW MEGA WAYFARER II, A MEGA SILHOUETTE WITH CLASSIC APPEAL. THIS STRIPED HAVANA FRAME FEATURES BOLD TEMPLES AND THE SIGNATURE RIVETS FROM THE ORIGINAL ICON, ADDING A REFINED EDGE TO YOUR EVERYDAY STYLE.

THE RITUAL - RB2223 902/B1

- A NEW FORM OF EVERYDAY EXPRESSION. THIS SEASON, THE ICONIC OVAL SHAPE GETS A NEW MAKEOVER, COMBINING ITS CLASSIC SMOOTH FRAME WITH A ROUNDER FRONT. PAIRED WITH HAVANA FRAMES AND DARK GRAY LENSES, THESE SHADES BLEND RETRO VIBES WITH MODERN STYLE.

THE RITUAL - RX2223 2000

- A NEW FORM OF EVERYDAY EXPRESSION. THIS SEASON, THE ICONIC OVAL SHAPE GETS A NEW MAKEOVER, COMBINING ITS CLASSIC SMOOTH FRAME WITH A ROUNDER FRONT. BOLD, YET SLEEK, THESE OPTICAL FRAMES BLEND RETRO VIBES WITH MODERN STYLE.

THE FUGITIVES - RB3780 001/31

- INSPIRED BY THE AVIATOR, THESE SUNGLASSES PUT A MODERN TWIST ON THE ICONIC SILHOUETTE WITH THIN FRAMES AND WRAPAROUND LENSES. MADE FOR EVERYDAY COMFORT, THE STYLE FEATURES A GOLD METAL FRAME AND IT'S PAIRED WITH THE CLASSIC G-15 LENSES.

THE FUGITIVES - RX6550 2501

- INSPIRED BY THE AVIATOR, THIS OPTICAL STYLE PUTS A MODERN TWIST ON THE ICONIC SILHOUETTE WITH THIN FRAMES AND SMALLER LENSES. MADE FOR EVERYDAY COMFORT, IT FEATURES A METAL FRAME WITH ADJUSTABLE NOSEPADS AND RUBBER TEMPLE TIPS.

BEST SELLERS CAMPAIGN - TALENT



DOWNLOAD 

BEST SELLERS CAMPAIGN - PRODUCT



DOWNLOAD 

*PRODUCT STILL-LIFE ASSETS WILL BE DIGITAL ONLY.

SOCIAL COPY ADV PRODUCTS - BEST SELLERS

WAYFARER CLASSIC OPTICAL - RX4340V 2000

- THE OPTICAL VERSION OF THE WAYFARER. DEFINED BY ITS BOLD LINES AND UNDERSTATED DETAILING, THIS ICONIC SILHOUETTE DELIVERS RETRO APPEAL. FEATURING CLASSIC METAL RIVETS AND A RAY-BAN LOGO ON THE SIDE THAT CONTRAST WITH THE POLISHED BLACK FRAME, IT BRINGS 1950S FLAIR TO EVERYDAY STYLE.

AVIATOR SUN - RB3025 L205

- RAY-BAN AVIATOR CLASSIC, THE GLASSES THAT STARTED IT ALL. DEFINED BY ITS INSTANTLY RECOGNIZABLE PILOT SHAPE AND SIGNATURE DOUBLE BRIDGE, THIS LEGENDARY DESIGN CONTINUES TO EVOLVE. ORIGINALLY DESIGNED FOR U.S. AVIATORS IN 1937, THESE SUNGLASSES ARE A TIMELESS MODEL THAT COMBINE STYLE WITH EXCEPTIONAL QUALITY, PERFORMANCE AND COMFORT.

AVIATOR VISTA - RX6489 2500

- RAY-BAN AVIATOR OPTICS, THE FRAMES THAT STARTED IT ALL. DEFINED BY ITS INSTANTLY RECOGNIZABLE PILOT SHAPE AND SIGNATURE DOUBLE BRIDGE, THIS LEGENDARY DESIGN CONTINUES TO EVOLVE. COMBINING PERFORMANCE WITH BOLD ATTITUDE, THE OPTICAL VERSION DELIVERS TIMELESS STYLE AND SHARP VISION.

JUSTIN SUN - RB4165 601/8G

- INSPIRED BY THE ICONIC WAYFARER, RAY-BAN JUSTIN SUNGLASSES FEATURE SLIGHTLY LARGER RECTANGLE LENSES AND A RUBBERIZED FRAME FINISH FOR AN EXTRA EDGE. ORIGINAL AND UNFORGETTABLE, THESE SUNGLASSES COME IN BOTH CLASSIC AND STATEMENT COLORS FOR A DISTINCTIVE LOOK.

ERIKA SUN - RB4171 710/T5

- ERIKA SUNGLASSES BLEND MINIMALIST STYLE WITH UNMISTAKABLE RAY-BAN EDGE. FEATURING A FLEXIBLE BRIDGE THAT ADDS A MODERN TWIST AND ROUNDED LENSES WITH 100% UV PROTECTION, THEY DELIVER COMFORT AND SHARP VISION FOR ALL YOUR OUTDOOR PLANS.

ALAIN OPTICS - RX7239 2001

- RAY-BAN ALAIN OPTICS FEATURE A SLEEK RECTANGULAR DESIGN IDEAL FOR EVERYDAY WEAR. THE TRANSPARENT FRAME ADDS A SUBTLE, STYLISH TOUCH, WHILE THE MODERN SHAPE MAKES THESE EYEGLASSES AN ESSENTIAL ADDITION TO ANY COLLECTION.

RX7047 5196

- THIS LIGHTWEIGHT RECTANGULAR FRAME OFFERS A MINIMALIST, COMFORTABLE LOOK. FINISHED IN BLACK MATTE, THE OPTICAL DESIGN FEATURES ANGULAR TEMPLE DETAILING FOR EXTRA SUPPORT AND STYLE. PERFECT FOR EFFORTLESS, EVERYDAY WEAR.

RB4420 601/87

- RAY-BAN RB4420 SUNGLASSES BRING SLEEK, MODERN STYLE TO ANY COLLECTION. THEIR SQUARE BLACK FRAME AND DARK GREY LENSES PROVIDE 100% UV PROTECTION WHILE OFFERING A VERSATILE LOOK THAT COMPLEMENTS ANY LOOK.

RB4441D 677973

- RAY-BAN RB4441D BIO-BASED SUNGLASSES BRING RETRO CHIC TO MODERN STYLE. FEATURING A PILLOW-SHAPED FRONT IN OPAL BROWN WITH TONE-ON-TONE LENSES, THIS DESIGN ADDS A SUBTLE, EDGY FLAIR TO ANY LOOK.

THANK YOU



Ray-Ban