



Ray-Ban

GENUINE SINCE 1937

HISTORY

BRAND HEALTH

BRAND VISION

BRAND VALUES

WHO DO WE TALK TO?

COLLECTION SEGMENTS

COLLECTION DISCOVERY

LENSES & TECHNOLOGIES

HISTORY

Av Outdoors
& Shooter
are introduced



Round
is introduced



Luxottica acquires
Ray-Ban



Ray-Ban Kids
Sun



Launch of
new Ray-Ban prescription
lenses Optical & Sun



1937

1938

1952

1960

1986

1999

2001

2003

2005

2016

2017



Aviator
was designed
for US Army



Introduction
of Wayfarer



Retro style
Clubmaster



Ray-Ban optical
is launched



Ray-Ban Kids
Optical



Ray-Ban reaches
40mln
consumers/year
Celebration of 80 Years
of Ray-Ban



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VALUES

LUXOTTICA | University

AUTHENTIC

Confident to be who we are.
Who we were, and will be.
Forever growing stronger,
leading the way since 1937.



TIMELESS

We go after enduring styles,
timeless creations
that transcend the limits
of space and time.



ICONIC

Celebrating the legacy
of yesterday's distinctive
shapes and upholding
their status in
contemporary today.



COURAGEOUS

Driven to redefine
the functional as emotional,
to embrace our
inner spirit with no fear.



PURPOSELY CREATIVE

Fueled by a passion
to examine the unexplored,
to communicate in new ways,
to shape tomorrow.



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N°1 EYEWEAR BRAND

in the World

BASED ON AN ONLINE SURVEY CONDUCTED IN 9 MARKETS, WHERE RESPONDENTS AGED 18-45, WITH 75% OF THE SAMPLE AGED 18-34



90%

“RAY-BAN IS THE FIRST SUNGLASSES/EYEGLASSES BRAND I THINK OF...”

SOURCE: Ray-Ban Brand Tracker 2018 – Basis Research

WHAT CONSUMER SAYS



PROMPTED AWARENESS

And which of the following brands of sunglasses / eyeglasses have you heard of?

YES, I KNOW RAY-BAN



90% / 84%



CONSIDERATION

And how likely are you to consider purchasing sunglasses / eyeglasses from each of these brands in the future?

I WILL CONSIDER IT FOR MY NEXT PURCHASE



69% / 51%



FIRST CHOICE

If you were buying a new pair of sunglasses / eyeglasses today, which of these brands would be your first choice?

IT'S MY FIRST CHOICE



46% / 28%



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CREATIVE
CONCEPT

YOU'RE ON

CELEBRATING SPONTANEOUS MOMENTS OF AUTHENTIC BEHAVIOR



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CONTEXT



THE CULTURAL TRUTH WE ADDRESS

TODAY PEOPLE ARE ALWAYS UNDER THE EYES OF OTHERS
THEY ARE CONDITIONED TO OVERTHINK THEIR LIVES,
RATHER THAN TO LIVE IN THE MOMENT AND TO
APPRECIATE EVERYTHING THEY ARE

WHAT RAY-BAN STANDS FOR

WITH RAY-BANS ON, YOU HAVE THE CONFIDENCE TO
LIVE IN THE MOMENT AS YOUR TRUEST SELF



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WHO DO WE TALK TO?

THE ONES HOLISTIC TARGET

WE ARE THE ONES WHO BELIEVE.

We believe in ourselves. We face our fears, reach for the stars and go for them.

WE ARE THE ONES WHO IMAGINE.

We imagine our own style and visual identity. We push to improve ourselves every single day.

WE ARE THE ONES WHO EXPRESS.

We express our individuality but never forget our roots. We have the courage to be ourselves.

WE ARE THE ONES WHO BELONG.

We belong to our communities. We belong to our friends, to our people, to our families.

ID REINVENTERS

WE ARE



WE VALUE

#originality
#inclusiveness
#adventure

BRAND LIFERS



#creativity
#original
#style

CLASSIC COMFORT ZONERS



#reputation
#recognition
#lessismore



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THE ONES CONSUMER'S NEED



OUR CORE TARGETS HAVE A STRONG NEED TO EXPRESS THEMSELVES,
TO KEEP THE WORLD UPDATED WITH WHAT THEY DO.

THEY NEED TO EXCHANGE IN ORDER TO SECURE A TWO WAYS CONVERSATION,
OVERCOMING THE FEAR OF BEING CRITICIZED, JUDGED, AND ULTIMATELY FEELING ALONE.

THEREFORE, THEY ARE ALL ON A JOURNEY TO FIND A SENSE OF BELONGING
WHERE THEY CAN BE THEIR REAL SELF.

**“I AM A UNIQUE INDIVIDUAL, I NEED TO EXPRESS MYSELF,
TO EXCHANGE, TO BELONG”.**



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COLLECTION SEGMENTS

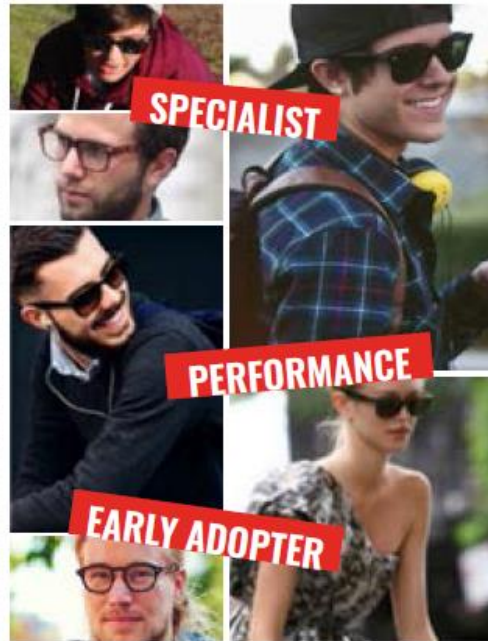
STYLISH



**THIS SEGMENT HAS TWO DIMENSIONS:
BEING ON TREND AT THIS MOMENT IN TIME,
WHILST TAKING A RISK WITH YOUR LOOK.**

If you like to be on trend, not to opt for the conventional look and enjoy life to the fullest, then this is the display for you.

FUNCTIONAL



**THIS SEGMENT CONVEYS A QUALITY,
DYNAMIC AND ACTIVE MOOD.**

The target consumer is someone who values quality over and above fashion - they demand a product that will not let them down.

COOL



**THIS SEGMENT IS ALL ABOUT EVERLASTING FASHION
AND YOUR MUST-HAVE PAIR OF SUNGLASSES
- IT'S FOR EVERYONE.**

No matter who you are, what your face shape is, what your style is or how old you are, there is a pair of sunglasses/eyeglasses for you.



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Icons



AVIATOR

THE ONE THAT STARTED IT ALL

In the 1930s, Aviators were first introduced into the military. Strong. Bold. Brave. Later made standard-issue, the frames took on the characteristics of the heroes associated with them. In 1937, Anti-Glare Sunglasses – as they were called – were released to the public and soon renamed. Ray-Ban became the first sunglasses brand in history.



WAYFARER

AN INSTANT ICON

With new materials and technology emerging in the 1950s, the door was opened to a universe of new styles – and in entered the Wayfarer. Worn by the most iconic musicians over the decades, the Wayfarer is synonymous with the world of music.



CLUBMASTER

JOIN THE CLUB

Those sharp angles are all '50s, but with curved lenses and sleek black and gold hardware, the Clubmaster became an iconic part of the '80s club style. With pop and rock bands embracing dandy style, everyone who was anyone embraced the refined, retro frames. A crash of two eras. A timeless design. They became the master of the club.



ROUND

HEART OF A POET

Worn by hippies at legendary music festivals in the '60s, round glasses took on the spirit of free thinkers and poets. Round evoked the nonconformist attitudes of the era. As a resurgence of '20s fashion merged with the futuristic trend of the '60s, round glasses took their place as part of psychedelic style.

NEW RELAUNCHES



THE GENERAL



WINGS



NINA



I-SHAPE



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Functional - Tech

DESIGNED WITH PROGRESSIVE MATERIALS AND TECHNIQUES, THE MODELS FEATURED UNDER THE TECH NAME REFLECT RAY-BAN'S CELEBRATED HISTORY OF LEADING WITH INVENTIVE STYLE AND TECHNOLOGY

CARBON FIBER



MADE FROM THE SAME MATERIAL USED IN AERONAUTICS AND HIGH-PERFORMANCE RACE CARS, THE CARBON FIBER LINE COMBINES A HIGH STRENGTH-TO-WEIGHT RATIO WITH EXCEPTIONAL RIGIDITY.

INNOVATIVE MATERIAL

Designed with progressive materials and techniques. Seven layers of carbon fiber mixed with resin.

SUPERIOR COMFORT

Adjustable nose pads, temples and frontal are combined with rubber details for maximum comfort.

LIGHTNESS AND FLEXIBILITY

One of the greatest strength-to-weight ratio frames combined with extremely flexible temples and bridge.

STRENGTH AND RESISTANCE

Patented monoblock hinges are extremely strong and long-lasting. The carbon fiber models resist even the toughest quality tests.



ORB8313



ORX8901

LITEFORCE



FORGED AT EXTREME TEMPERATURES, THE LITEFORCE IS A PATENTED MATERIAL COMBINING A UNIQUE SET OF FEATURES THAT MAKE THEM AS FLEXIBLE, LIGHTWEIGHT, AND DURABLE AS THEY ARE STYLISH.

INNOVATIVE MATERIAL

PK001 is a thermoplastic polymer that's used in aeronautics, electronics and medical devices - particularly in cutting-edge systems. Ray-Ban is pioneering the way by introducing PK001 to the eyewear sector.

LIGHTNESS AND FLEXIBILITY

Construction ensures an ideal combination of the lightness of an injected plastic frame with the thickness and strength of a metal frame.

RESISTANCE AND DURABILITY

Frames are made entirely of the PK001 material, which boasts excellent chemical, mechanical and heat resistance, as well as extraordinary rigidity and durability.



ORB4195



ORX6355



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LIGHT RAY



THANKS TO DURABLE, THIN, AND LIGHTWEIGHT TITANIUM ALLOY, THE LIGHT RAY COLLECTION FEATURES A UNIQUE TECHNOLOGY AND A MINIMALIST STYLEFRAME DESIGN.

INNOVATIVE MATERIAL

Nickel-free and hypoallergenic, Light Ray is extremely durable. The ultra thin, flexible titanium alloy is also corrosion-resistant.

LIGHTNESS AND FLEXIBILITY

The lightest Ray-Ban glass, it weighs only 1.7 grams.

EXCLUSIVE STYLE

The minimalist, elegant style highlights the unique technical features:

- no screws
- no welding
- patented monoblock hinges
- single piece nose bridge.



ORB4242



ORX8754

GRAPHENE



RAY-BAN IS THE FIRST BRAND IN THE EYEWEAR INDUSTRY TO LAUNCH A COLLECTION MADE OF GRAPHENE. THIS INCREDIBLE NANOMATERIAL IS ROBUST, THIN, TRANSPARENT, WATERPROOF AND FLEXIBLE.

INNOVATIVE MATERIAL

The discovery of graphene is so fundamental that has been ratified by the Nobel Prize in Physics in 2010. For its extraordinary properties - higher than any other known substance - graphene is considered the material of the future that will revolutionize many industries.

LIGHTNESS AND FLEXIBILITY

The lightest and finest material of all those in existence, but also the most resistant and flexible.



ORB8353



ORX8954



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SUN LENSES

LENS MATERIAL

WHETHER YOU CHOOSE CRYSTAL (GLASS) LENSES OR PLASTIC LENSES, RAY-BAN MAKES A GUARANTEE OF CLEAR VISION, COMFORT, 100% UVA/UVB PROTECTION, AND DURABILITY.

CRYSTAL

Crystal lenses provide the greatest clarity and the best homogeneity.



ORB3025

PLASTIC

Plastic lenses also provide superb vision and have the benefit of being much lighter.



ORB4165

LENS TYPE

SOLID (CLASSIC)

Solid colors, genuine since 1937, were originally developed for military use, and offer a high level of clarity, comfort and protection.

LIGHT CONDITIONS: ☁️ ☀️ ☀️

BENEFITS

By absorbing 85% of visible light and blocking out most of the blue light, green lenses provide remarkable color contrast. G-15 green lenses ensure better clarity of vision and a more "natural vision". B-15 lenses are the brown alternative. With greater contrast in low light conditions, brown lenses give you the power to see clearly.



GRADIENT

Gradients lenses follow the latest style trends in terms of shades and provide a wide range of colors creating exciting and unique looks.

LIGHT CONDITIONS: ☁️ ☀️ ☀️

BENEFITS

Gradient lenses are characterized by a smooth transition from a solid color to a transparent shade of the same color.



MIRROR

Mirror lenses act like a one way mirror. They are made of a lens covered by mirror coating of a given color.

The mirror coating decreases the amount of light passing through these lenses making them ideal for sunny days.

LIGHT CONDITIONS: ☁️ ☀️ ☀️

BENEFITS

The mirror coating helps reduce glare for even greater visual comfort, deflects envious glances, and gives you that unique look.



EVOLVE

The Evolve Lenses are sensitive to light exposure and are able to adapt to every kind of environment. They allow an excellent visibility with any kind of light exposure.

LIGHT CONDITIONS: ☁️ ☀️ ☀️

BENEFITS

Light responsive lenses with new color tones from pink to orange. The UV400 protection ensures an almost complete eye protection (99-100%). The Evolve collection, with the enhanced color transitions, offers from slight color changes to a real changing color effect.



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LENS TECHNOLOGIES

CHROMANCE LENSES FOR EYES THAT LOVE COLOR

BENEFITS OF CHROMANCE LENSES

The Chromance lens calibrates the light to make the color spectrum brighter and clearer. It maximizes contrasts and enhances details during vision.



BRIGHTER
COLOR



ENHANCED
CONTRAST



BETTER
CLARITY

POLARIZED LENSES A WORLD OF HEIGHTENED CLARITY

BENEFITS OF POLARIZED LENSES

Ray-Ban Polarized lenses, the result of more than 70 years of innovation and research, block more than 99% of the reflected lights.



ELIMINATE
GLARES



INCREASE
VISUAL CLARITY



SHARPEN
CONTRASTS



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AUTHENTIC PRESCRIPTION LENSES

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RAY-BAN® ENTERS THE WORLD OF PRESCRIPTION LENSES TO FULLY MEET THE NEEDS OF CUSTOMERS WHO DON'T WANT TO COMPROMISE ON QUALITY OR AUTHENTICITY.



RAY-BAN SIGNATURE

ETCHED WITH THE ICONIC RAY-BAN SIGNATURE

Authentic Ray-Ban lenses are customized to meet your vision needs and certified by the engraved Ray-Ban signature on the right lens and the RB initials on the left lens.



LENS SHAPING

MAXIMUM PRECISION

Decades of lens manufacturing expertise mean we've fine-tuned the fitting process, so that each lens is cut to fit its frame perfectly.



BLUE LIGHT FILTER

DEVICE-PROOF LENSES

On average, we spend 11 hours a day looking at a screen - which means 4,015 hours a year. That's where our Blue Light Filter comes in, reducing exposure to harmful blue light from digital devices.



UV PROTECTION

HELLO SUNSHINE

Ray-Ban Authentic Prescription Lenses (both Clear and Sun) help protect from UV rays that keep glare and reflections out of your way, protecting your eyes.



HIGH DEFINITION VISION

NO MORE DISTORTIONS

Ray-Ban DST lenses are digitally optimized point by point on the backside surface to help guarantee a precise optics and improved clarity.



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