



Ray-Ban®

NOVEMBER 2020
SPRING 2021
COLLECTION

LUXOTTICA | University

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DISCOVER THE COLLECTION

EXPLORE THE BRAND



Ray-Ban

NEW COLLECTION

NOVEMBER 2020
SPRING 2021

DISCOVER THE COLLECTION

MUST HAVE

COLLECTION OVERVIEW

BOLD ACETATE

WIRED BI-GRADIENT

SLIM ACETATE

CRYSTAL CHROMANCE

KIDS

GOOD TO HAVE

COLLECTION OVERVIEW

CLASSIC ICONS

OVERSIZED ENTRY PRICE

TITANIUM COLLECTION

SOMETHING MORE

COLLECTION OVERVIEW

TRI-LAYERED PILOT

CASUAL STYLE

OPTICAL ESSENTIALS

FLARED SQUARE

OPTICAL FUNCTIONAL

COLLECTION HIGHLIGHTS

NEW COLLECTION SUMMARY

FERRARI COLLECTION

EXPLORE THE BRAND

BRAND NEWS

NOVEMBER 2020/SPRING 2021

ADVERTISING CAMPAIGN



INTERACTIVE INDEX

DISCOVER THE COLLECTION

EXPLORE THE BRAND



Ray-Ban



NOVEMBER 2020/SPRING 2021

DISCOVER THE COLLECTION

MUST HAVE

- COLLECTION OVERVIEW
- BOLD ACETATE
- WIRED BI-GRADIENT
- SLIM ACETATE
- CRYSTAL CHROMANCE
- KIDS

SOMETHING MORE

- COLLECTION OVERVIEW
- TRI-LAYERED PILOT
- CASUAL STYLE
- OPTICAL ESSENTIALS
- FLARED SQUARE
- OPTICAL FUNCTIONAL

GOOD TO HAVE

- COLLECTION OVERVIEW
- CLASSIC ICONS
- OVERSIZED ENTRY PRICE
- TITANIUM COLLECTION

COLLECTION HIGHLIGHTS

- NEW COLLECTION SUMMARY
- FERRARI COLLECTION



INTERACTIVE INDEX

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Ray-Ban



NOVEMBER 2020/SPRING 2021

MUST HAVE

COLLECTION OVERVIEW

BOLD ACETATE

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SLIM ACETATE

CRYSTAL CHROMANCE

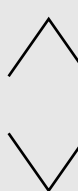
KIDS

DISCOVER THE COLLECTION

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INTERACTIVE INDEX





F ALSO AVAILABLE IN ASIAN FITTING

NOVEMBER 2020/SPRING 2021

MUST HAVE

NEW MODELS

	W	M	U	F
	1	0	7	3
	W	M	U	F
	0	0	7	2
TOT	W	M	U	F
	1	0	14	5

NEW COLOR ADDITIONS

36 SKU

W	WOMAN
M	MEN
U	UNISEX
F	ASIAN FITTING



INTERACTIVE

BOLD ACETATE

RB2191 INVERNESS **F**



RB2192 ROUNDABOUT **F**



RB2186 STATE STREET **color add**



RX5486 STATE STREET **color add**



RX5487 NOMAD WAYFARER **F**



RX0880 **color add**



RX5388 JEFFREY **color add**



SLIM ACETATE

RB2195 THALIA **F**



RX5395 THALIA **F**



RB2194 JOHN **color add**



RB2193 LEONARD **F**



RX5393 LEONARD **F**



RX5394 JOHN **color add**



WIRED BI-GRADIENT

RB3565 JACK **color add**



RB1970 OVAL **color add**



RB1971 SQUARE **color add**



RB1969 RECTANGLE **color add**



RB1972 OCTAGON **color add**



RX6448 HEXAGONAL **F**



CRYSTAL CHROMANCE

RB3670CH



RB3671CH



KIDS

RJ9072S



RJ9557S



RY1606



RY1604



RY1605



RY1056



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IN ASIAN FITTING

MUST HAVE

BOLD ACETATE

The next generation of bold acetates: irreverent and confident, they take inspiration from the progressive spirit of the 70s, giving a disruptive perspective on iconic patterns, shapes and colors.

RB2191
INVERNESS

F



RX5486
STATE STREET



RB2192
ROUNDBOUT

F



color add

RX5487
NOMAD WAYFARER

F



color add

RB2186
STATE STREET



RX0880



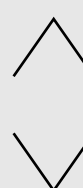
color add

RX5388
JEFFREY



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F ALSO AVAILABLE
IN ASIAN FITTING

ICONS

BOLD ACETATE

NEW MODEL → INVERNESS

A popular 70s limited edition legend returns. The name shouts out Inverness, a Scottish town where this shape was first debuted in a golf club.

RB2191



A true champion that stands out from the crowd of moulded frames with its rugged edge



Available with solid and gradient lenses and polarized option



The glass beveled frame highlights its edgy surface

TECHNICAL INFO

GENDER	UNISEX
FRONT MATERIAL	ACETATE
TEMPLE MATERIAL	ACETATE
LENS MATERIAL	CRYSTAL
LENS DEPTH (B)	38.4
LENS BASE	6

PRESCRIPTION	RX ABLE: YES STANDARD
--------------	----------------------------------

HINGE	STANDARD
SIZE/BRIDGE/TEMPLE	54/18/145
FRAME SHAPE	RECTANGLE
FACE SHAPE	ROUNDED

AVAILABLE COLORS

129257

F
P



1292B1

F



12943M

F



1321R5

F



901/31

F



901/58

F
P



954/31

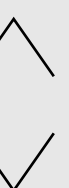
F



P POLAR LENS

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F ALSO AVAILABLE
IN ASIAN FITTING

ICONS

BOLD ACETATE

NEW MODEL → ROUNDABOUT

Thick rounded frames with an unmistakable Ray-Ban twist. Roundabout attracts attention through its distinctive shape and wide range of dynamic colors and patterns.

RB2192



The rounded shape with a pronounced browline defines high spirited style



Available with solid and gradient lenses and polarized option



Rounded from the inside but edgy from the outside

TECHNICAL INFO

GENDER	WOMAN
FRONT MATERIAL	ACETATE
TEMPLE MATERIAL	ACETATE
LENS MATERIAL	CRYSTAL
LENS DEPTH (B)	45.3
LENS BASE	6

PRESCRIPTION	RX ABLE: YES STANDARD
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HINGE	STANDARD
SIZE/BRIDGE/TEMPLE	47/22/145
FRAME SHAPE	ROUND
FACE SHAPE	ANGULAR

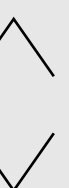
AVAILABLE COLORS



P POLAR LENS

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ICONS

BOLD ACETATE

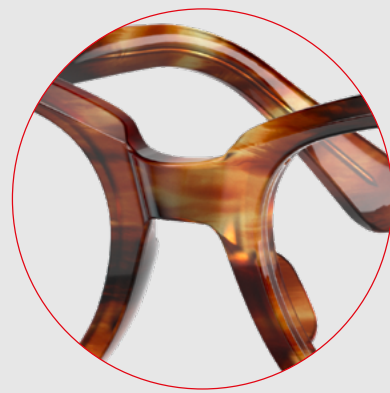
NEW MODEL → STATE STREET

Meet State Street's optical other half. With its contemporary flared and squared shape, this style adds an elegant and sophisticated twist to any look.

RX5486



Classic elegance meets modern design



Available in a range of new havanas



Flared-off squared shape

TECHNICAL INFO

GENDER	UNISEX	HINGE	STANDARD
FRONT MATERIAL	ACETATE	SIZE/BRIDGE/TEMPLE	46/20/140 48/20/140
TEMPLE MATERIAL	ACETATE	FRAME SHAPE	IRREGULAR
LENS DEPTH (B)	37.5 39.1	FACE SHAPE	ROUNDED ANGULAR
LENS BASE	4		

PRESCRIPTION : Acetate rim wire helps to hide lens thickness with high negative prescriptions
 : Depth of lens is suitable for progressive lenses, classic design
 : Regular lens shape will fit any kind of lenses

OPTICIAN TIPS : Acetate temples are easy to adjust

AVAILABLE COLORS

2000



2144



5989



8096



8097



8098



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F ALSO AVAILABLE
IN ASIAN FITTING

ICONS

BOLD ACETATE

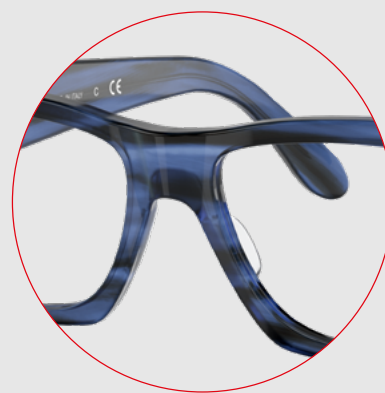
NEW MODEL → NOMAD WAYFARER

The Nomad finally introduces its optical counterpart. This bold and distinctive frame, originally from the 70s, pays homage to the rock and film industry.

RX5487



The thick rectangular shape creates a sophisticated and edgy look



Available in black, havana and striped colors



Straightforward lines that lead the way

TECHNICAL INFO

GENDER	UNISEX	HINGE	STANDARD
FRONT MATERIAL	ACETATE	SIZE BRIDGE/TEMPLE	52/17/135
TEMPLE MATERIAL	ACETATE		54/17/140
LENS DEPTH (B)	37.9	FRAME SHAPE	SQUARE
	39.3	FACE SHAPE	ROUNDED
LENS BASE	4		

PRESCRIPTION : Acetate rim wire helps to hide lens thickness with high negative prescriptions
 : Depth of lens is suitable for progressive lenses, classic design
 : Regular square lens shape will fit any kind of lenses, also high negative lenses

OPTICIAN TIPS : Acetate temples are easy to adjust

AVAILABLE COLORS

2000
F



2012
F



2144
F



8053
F

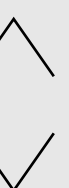


8055
F



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ICONS

BOLD ACETATE

COLOR ADD → STATE STREET



RB2186

GENDER	UNISEX	HINGE	STANDARD
FRONT MATERIAL	ACETATE	SIZE/BRIDGE/TEMPLE	49/20/145
TEMPLE MATERIAL	ACETATE		52/20/145
LENS MATERIAL	CRYSTAL	FRAME SHAPE	SQUARE
LENS DEPTH (B)	41.0		
	43.5		
LENS BASE	6		

132241



AVAILABLE ALSO IN SIZE 49

1323BH



AVAILABLE ALSO IN SIZE 49

1324BG



AVAILABLE ALSO IN SIZE 49

DISCOVER THE COLLECTION

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ICONS

BOLD ACETATE

COLOR ADD → RX0880



RX0880

GENDER	UNISEX	HINGE	STANDARD
FRONT MATERIAL	ACETATE	SIZE/BRIDGE/TEMPLE	49/19/145
TEMPLE MATERIAL	ACETATE	FRAME SHAPE	SQUARE
LENS DEPTH (B)	40.3		
LENS BASE	4		

COLOR ADD → JEFFREY



RX5388

GENDER	MAN	HINGE	STANDARD
FRONT MATERIAL	ACETATE	SIZE/BRIDGE/TEMPLE	51/20/150
TEMPLE MATERIAL	ACETATE		53/20/150
LENS DEPTH (B)	38.0	FRAME SHAPE	SQUARE
	39.5		
LENS BASE	4		

8106



8107



8053



8054



8108



8055

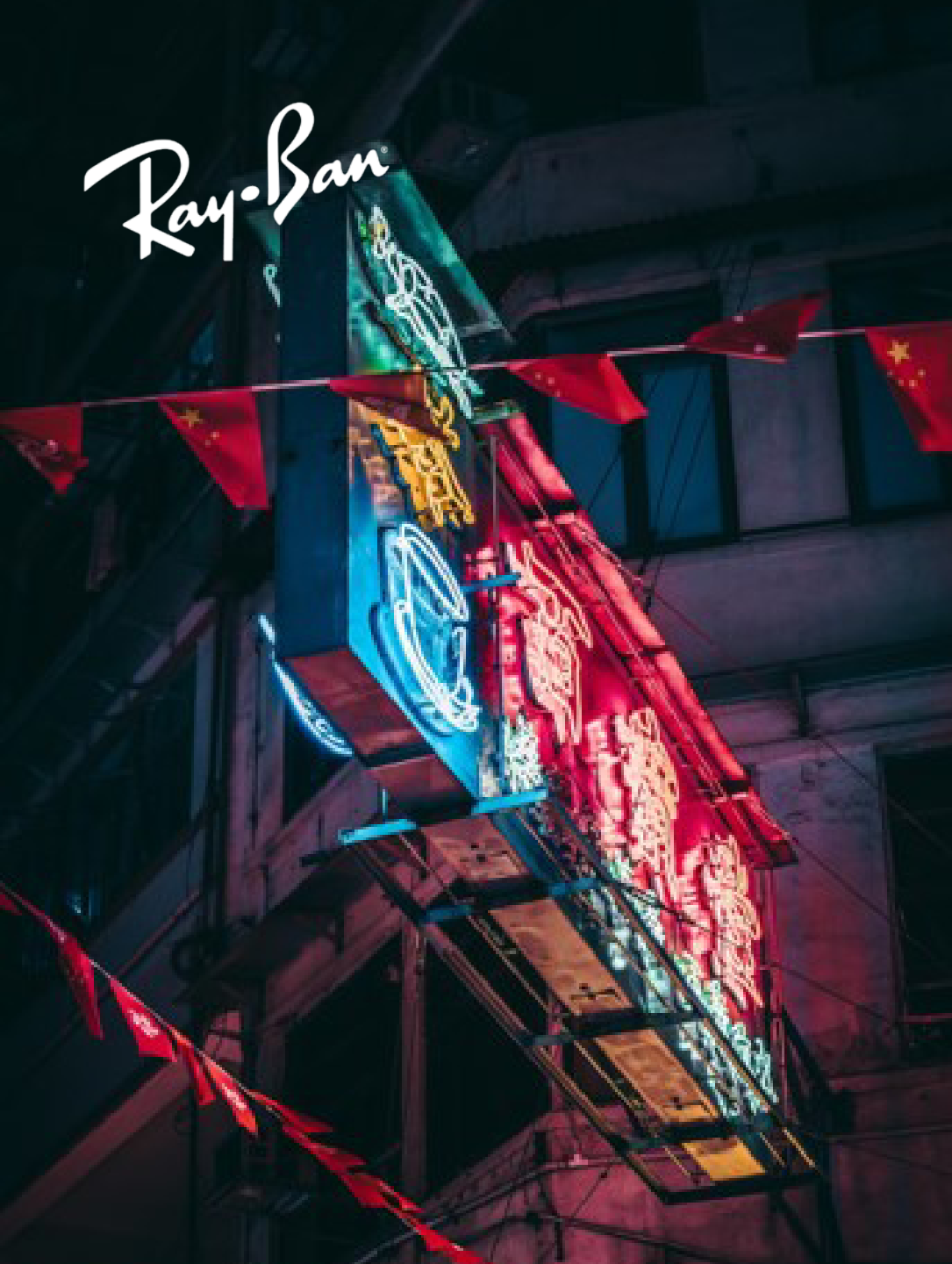


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Ray-Ban



F ALSO AVAILABLE
IN ASIAN FITTING

MUST HAVE

WIRED BI-GRADIENT

After the successful launch in optical, the Jack is back with its sun counterpart. Entering the scene with both classic and new bi-gradient lens colors; just like the rest of the geometric gang.

color add

RB3565
JACK



color add

RX6448
HEXAGONAL

F



RB1970
OVAL



color add

RB1971
SQUARE



color add

RB1969
RECTANGLE



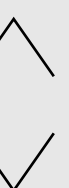
color add

RB1972
OCTAGON



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ICONS

WIRED BI-GRADIENT

NEW MODEL → JACK

Meet the fusion of Hexagonal and Round. As edgy as it is smooth, this unique fusion strikes a matchless balance.

RB3565



Sleek metal frame in gold, silver and black



Crystal lenses in a variety of classic, gradient and bi-gradient colors



As smooth as it is edgy

TECHNICAL INFO

GENDER	UNISEX
FRONT MATERIAL	METAL
TEMPLE MATERIAL	METAL
LENS MATERIAL	CRYSTAL
LENS DEPTH (B)	47.5
LENS BASE	6

HINGE	STANDARD
SIZE/BRIDGE/TEMPLE	53/20/145
FRAME SHAPE	IRREGULAR
FACE SHAPE	ROUNDED ANGULAR

PRESCRIPTION	RX ABLE: YES STANDARD
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AVAILABLE COLORS

919631



001/51



001/GD



002/48

P



002/GE



003/3F



004/GF



P POLAR LENS

DISCOVER THE COLLECTION

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ICONS

WIRED BI-GRADIENT

COLOR ADD → OVAL



RB1970

GENDER	UNISEX	HINGE	STANDARD
FRONT MATERIAL	METAL	SIZE/BRIDGE/TEMPLE	54/19/145
TEMPLE MATERIAL	METAL	FRAME SHAPE	RECTANGLE
LENS MATERIAL	CRYSTAL		
LENS DEPTH (B)	47.9		
LENS BASE	6		

001/GA



002/GG



004/GH



COLOR ADD → SQUARE



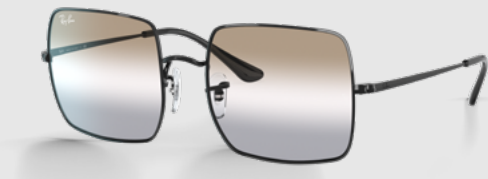
RB1971

GENDER	UNISEX	HINGE	STANDARD
FRONT MATERIAL	METAL	SIZE/BRIDGE/TEMPLE	54/19/145
TEMPLE MATERIAL	METAL	FRAME SHAPE	SQUARE
LENS MATERIAL	CRYSTAL		
LENS DEPTH (B)	48.4		
LENS BASE	6		

001/GA



002/GG

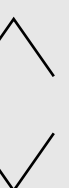


004/GH



DISCOVER THE COLLECTION

EXPLORE THE BRAND





ICONS

WIRED BI-GRADIENT

COLOR ADD → RECTANGLE



RB1969

GENDER	UNISEX	HINGE	STANDARD
FRONT MATERIAL	METAL	SIZE/BRIDGE/TEMPLE	54/19/145
TEMPLE MATERIAL	METAL	FRAME SHAPE	RECTANGLE
LENS MATERIAL	CRYSTAL		
LENS DEPTH (B)	40.5		
LENS BASE	6		

001/GA



002/GB



004/GC



COLOR ADD → OCTAGON



RB1972

GENDER	UNISEX	HINGE	STANDARD
FRONT MATERIAL	METAL	SIZE/BRIDGE/TEMPLE	54/19/145
TEMPLE MATERIAL	METAL	FRAME SHAPE	RECTANGLE
LENS MATERIAL	CRYSTAL		
LENS DEPTH (B)	45.8		
LENS BASE	6		

001/GA



002/GB



004/GC



DISCOVER THE COLLECTION

EXPLORE THE BRAND





ICONS

WIRED BI-GRADIENT

COLOR ADD → HEXAGONAL



RX6448

GENDER	UNISEX	HINGE	STANDARD
FRONT MATERIAL	METAL	SIZE/BRIDGE/TEMPLE	48/21/145
TEMPLE MATERIAL	METAL		51/21/145
LENS DEPTH (B)	42.2	FRAME SHAPE	54/21/145
	44.8		HEXAGONAL
	47.4		
LENS BASE	4		

3104



3105



3106

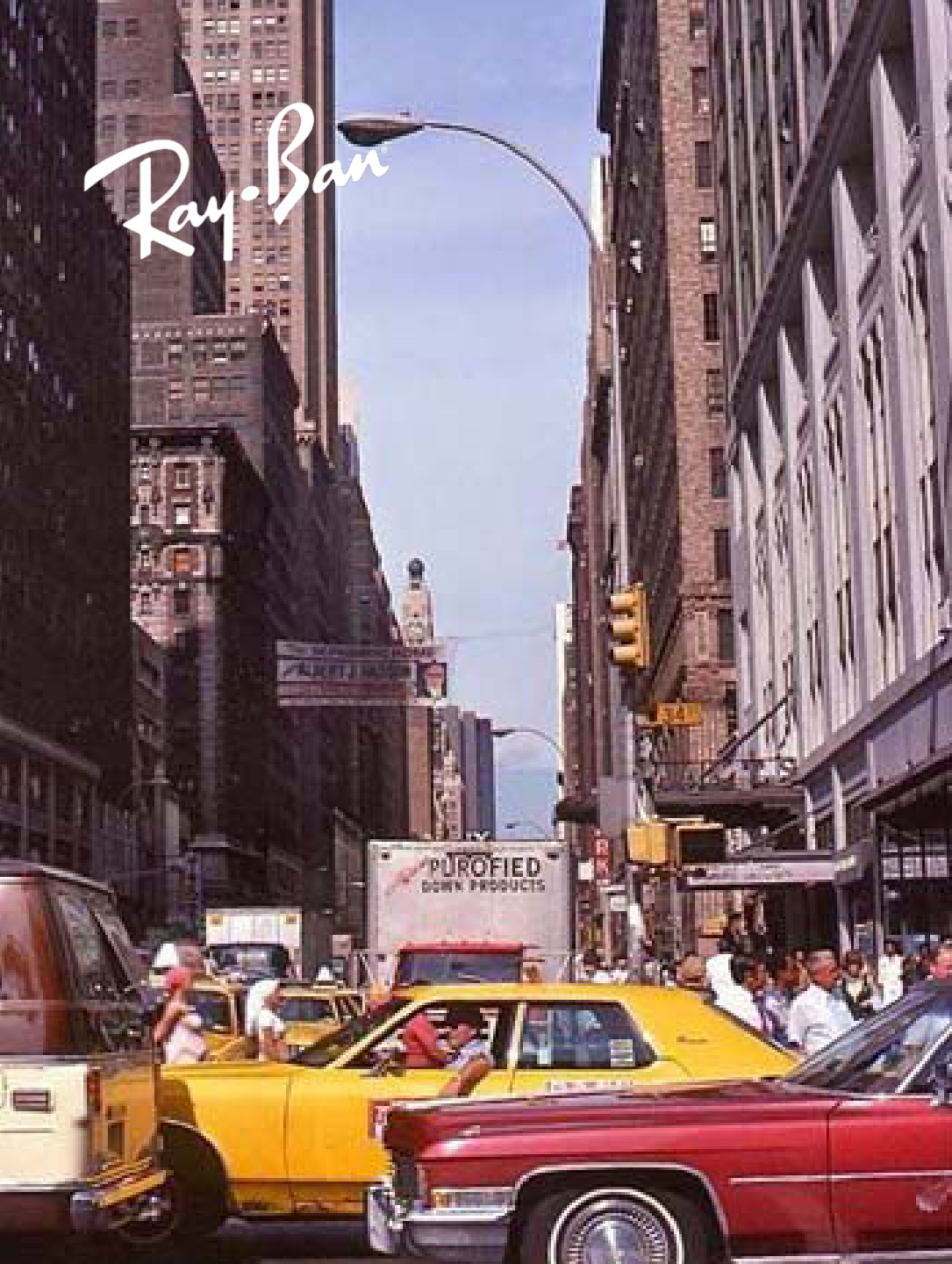


DISCOVER THE COLLECTION

EXPLORE THE BRAND



Ray-Ban



F ALSO AVAILABLE IN ASIAN FITTING

MUST HAVE

SLIM ACETATE

A sophisticated yet minimal shape to elevate any look. The slim acetate family gets a revamp with new gradient havana tones and a legendary piece comes back from the archive.

RB2195
THALIA

F



color add

RX5395
THALIA

F



color add

RB2193
LEONARD

F



color add

RX5393
LEONARD

F



color add

RB2194
JOHN

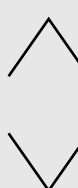


RX5394
JOHN



DISCOVER THE COLLECTION

EXPLORE THE BRAND





F ALSO AVAILABLE
IN ASIAN FITTING

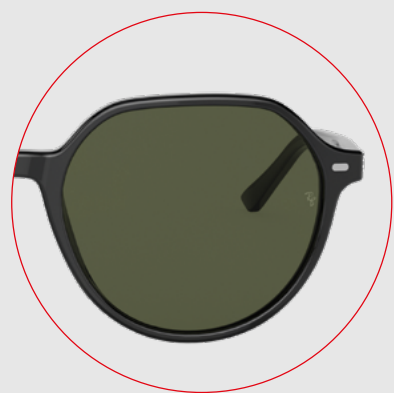
ICONS

SLIM ACETATE

NEW MODEL → THALIA

Inspired by our archive, Thalia's groovy lines from the 70s leave an unforgettable impression.

RB2195



70s curvy lines with a modern edge



Available in a variety of solid and gradient lenses with polar options



Slender frame design in various colorways and with special addition in a bi-layered vichy pattern

TECHNICAL INFO

GENDER	UNISEX
FRONT MATERIAL	ACETATE
TEMPLE MATERIAL	ACETATE
LENS MATERIAL	CRYSTAL
LENS DEPTH (B)	45.1 46.9
LENS BASE	6

HINGE	STANDARD
SIZE/BRIDGE/TEMPLE	51/18/145 53/18/145
FRAME SHAPE	IRREGULAR
FACE SHAPE	ROUNDED ANGULAR

PRESCRIPTION	RX ABLE: YES STANDARD
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AVAILABLE COLORS

13163M
F



13193F
F



901/31
F



901/58
F
P



902/31
F



902/57
F
P



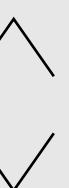
954/62
F



P POLAR LENS

DISCOVER THE COLLECTION

EXPLORE THE BRAND





F ALSO AVAILABLE
IN ASIAN FITTING

ICONS

SLIM ACETATE

NEW MODEL → THALIA

Inspired by our archive, Thalia's groovy lines from the 70s leave an unforgettable impression.

RX5395



70s curvy lines with a modern edge



Two sizes available for the perfect fit



Slender frame design in various colorways and textures

TECHNICAL INFO

GENDER	UNISEX	HINGE	STANDARD
FRONT MATERIAL	ACETATE	SIZE/BRIDGE/TEMPLE	49/18/140
TEMPLE MATERIAL	ACETATE		51/18/145
LENS DEPTH (B)	43.3	FRAME SHAPE	IRREGULAR
	45.1	FACE SHAPE	ROUNDED
LENS BASE	4		ANGULAR

PRESCRIPTION : Acetate rim wire helps to hide lens thickness with high negative prescriptions
 : Depth of lens is suitable for progressive lenses, classic design
 : Square lens shape will fit any kind of lenses

OPTICIAN TIPS : Acetate temples are easy to adjust.

AVAILABLE COLORS

2000
F



2012
F



2144
F



8050
F



8051
F

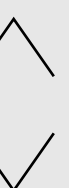


8055
F



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ICONS

SLIM ACETATE

COLOR ADD → LEONARD



RB2193

GENDER	UNISEX	HINGE	STANDARD
FRONT MATERIAL	ACETATE	SIZE/BRIDGE/TEMPLE	51/18/145
TEMPLE MATERIAL	ACETATE		53/18/145
LENS MATERIAL	CRYSTAL	FRAME SHAPE	SQUARE
LENS DEPTH (B)	41.3		
	42.9		
LENS BASE	6		

1326GE



1327GF



1328GD



COLOR ADD → JOHN



RB2194

GENDER	UNISEX	HINGE	STANDARD
FRONT MATERIAL	ACETATE	SIZE/BRIDGE/TEMPLE	51/18/145
TEMPLE MATERIAL	ACETATE		53/18/145
LENS MATERIAL	CRYSTAL	FRAME SHAPE	SQUARE
LENS DEPTH (B)	43.3		
	44.9		
LENS BASE	6		

1326GE



1328GD



1327GF



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ICONS

SLIM ACETATE

COLOR ADD → LEONARD



RX5393

GENDER	UNISEX	HINGE	STANDARD
FRONT MATERIAL	ACETATE	SIZE/BRIDGE/TEMPLE	47/17/145
TEMPLE MATERIAL	ACETATE		49/17/145
LENS DEPTH (B)	38.1	FRAME SHAPE	SQUARE
	39.7		
LENS BASE	4		

8106



8107



8108



COLOR ADD → JOHN



RX5394

GENDER	UNISEX	HINGE	STANDARD
FRONT MATERIAL	ACETATE	SIZE/BRIDGE/TEMPLE	49/18/140
TEMPLE MATERIAL	ACETATE		51/18/145
LENS DEPTH (B)	41.3	FRAME SHAPE	SQUARE
	42.9		
LENS BASE	4		

8106



8107



8108

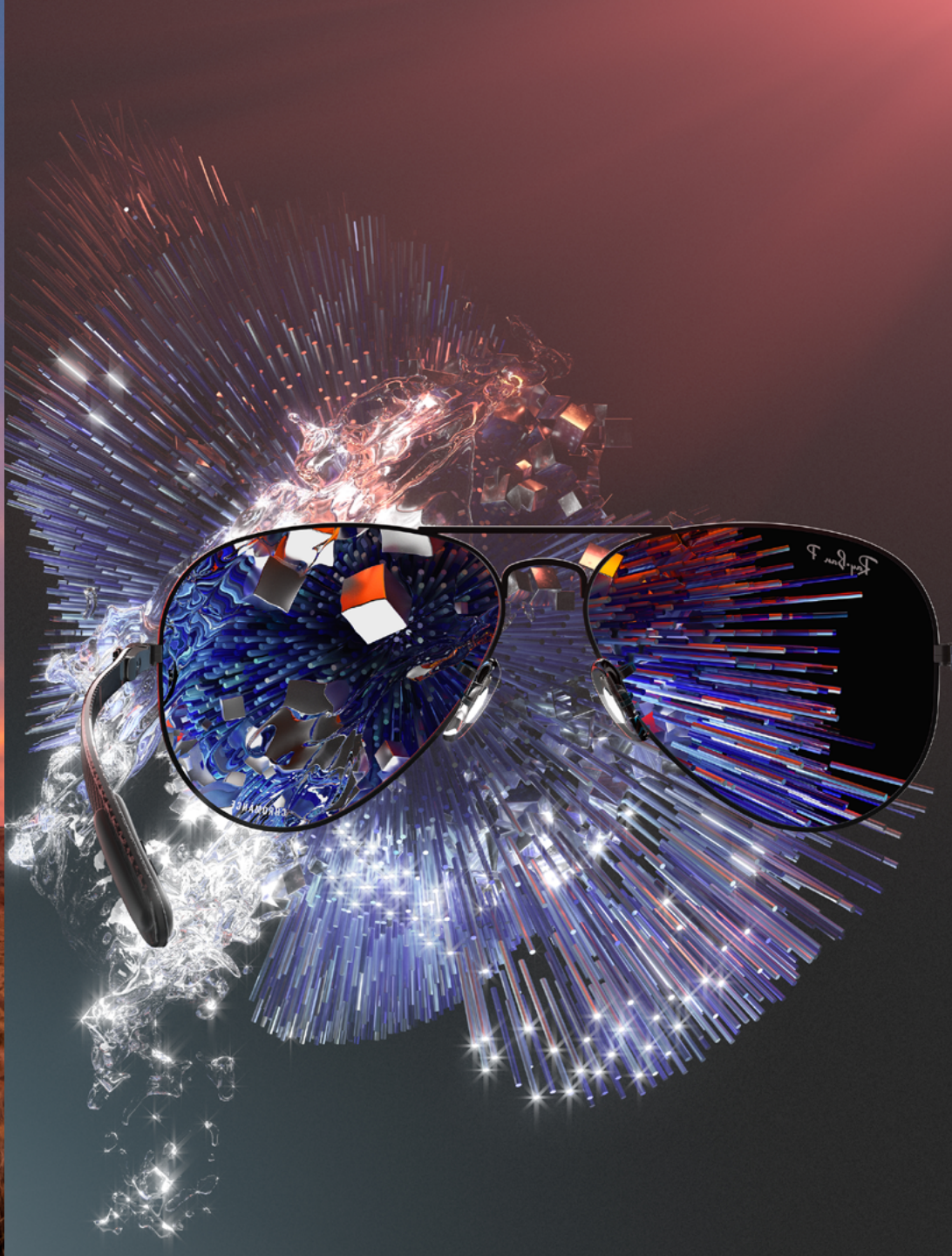


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Ray-Ban



MUST HAVE

CRYSTAL CHROMANCE

Our long-awaited crystal Chromance lenses have finally landed. Available in a range of new functional designs and dark sanding colors.

RB3670CH

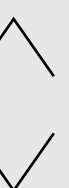


RB3671CH



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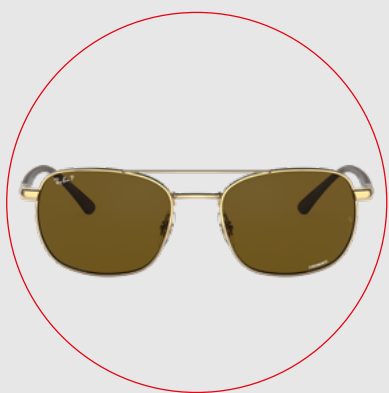
TECH CHROMANCE

CRYSTAL CHROMANCE

NEW MODEL → RB3670CH

With its contemporary touch, this new double-bridge style brings modern design into the performance segment.

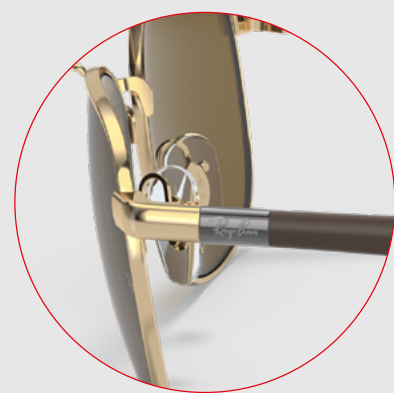
RB3670CH



Casual cool meets performance



Chromance lenses that provide clearer and sharper vision



Solid double bridge and temples in dark sanding tones

TECHNICAL INFO

GENDER	UNISEX
FRONT MATERIAL	STEEL
TEMPLE MATERIAL	METAL
LENS MATERIAL	CRYSTAL
LENS DEPTH (B)	43.5
LENS BASE	6

HINGE	STANDARD
SIZE/BRIDGE/TEMPLE	54/19/140
FRAME SHAPE	SQUARE
FACE SHAPE	ROUNDED

PRESCRIPTION	RX ABLE: YES STANDARD
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AVAILABLE COLORS

001/AN
P



004/4L
P



002/K8
P



9035AF
P



003/P1
P

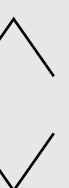


AVAILABLE WITHOUT CHROMANCE LENSES

P POLAR LENS

DISCOVER THE COLLECTION

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TECH CHROMANCE

CRYSTAL CHROMANCE

NEW MODEL → RB3670CH

The best vision and comfort for whatever life throws at you.

RB3671CH



Functional design with a casual twist



Chromance lenses made for clearer and sharper vision



Subtle frame design with temples in dark sanding tones

TECHNICAL INFO

GENDER	UNISEX
FRONT MATERIAL	METAL
TEMPLE MATERIAL	METAL
LENS MATERIAL	CRYSTAL
LENS DEPTH (B)	41.5
LENS BASE	6

HINGE	STANDARD
SIZE BRIDGE/TEMPLE	60/16/140
FRAME SHAPE	SQUARE
FACE SHAPE	ROUNDED

PRESCRIPTION	RX ABLE: YES STANDARD
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AVAILABLE COLORS

186/K8
P



9203AN
P



187/AF
P



92044L
P



9144P1
P

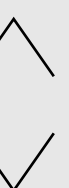


AVAILABLE WITHOUT CHROMANCE LENSES

P POLAR LENS

DISCOVER THE COLLECTION

EXPLORE THE BRAND





KODAK PORTRA 400BW 50 KO



49 KODAK PORTRA 400BW 50 KO

MUST HAVE

KIDS

Meet the new sun and optical additions in injected and metal. Available in classic, bright and pastel colors, they add a touch of Ray-Ban to any kid's vision!

RJ9072S



RY1606



RJ9557S



RY1604



RY1605

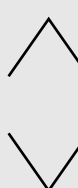


RY1056



DISCOVER THE COLLECTION

EXPLORE THE BRAND





KIDS

KIDS

NEW MODEL → RJ9072S

Injected frame in a rectangular shape with rounded edges, the perfect playmate for sunny days.

RJ9072S



Thick rectangular frame with rounded edges



Dark lenses in green, grey and blue



Available in solid and transparent colors

TECHNICAL INFO

GENDER	UNISEX
FRONT MATERIAL	NYLON FIBER
TEMPLE MATERIAL	NYLON FIBER
LENS MATERIAL	PLASTIC
LENS DEPTH (B)	34.0 36.6
LENS BASE	8 D

PRESCRIPTION | RX ABLE: N/D

HINGE	STANDARD
SIZE/BRIDGE/TEMPLE	51/14/105 55/14/105
FRAME SHAPE	RECTANGLE
FACE SHAPE	ROUNDED

AVAILABLE COLORS

707680



707787



100/71



152/71



70788G



DISCOVER THE COLLECTION

EXPLORE THE BRAND





KIDS

KIDS

NEW MODEL → RJ9557S

Frank's mini-me - ready to hit the playground with an edgy vintage look.

RJ9557S



A kids perspective on the vintage inspired Frank



Available with polar lenses



Metal frame with sleek transparent temple tips

TECHNICAL INFO

GENDER	UNISEX
FRONT MATERIAL	METAL
TEMPLE MATERIAL	METAL
LENS MATERIAL	PLASTIC
LENS DEPTH (B)	39.7
LENS BASE	6

PRESCRIPTION | RX ABLE: N/D

HINGE	STANDARD
SIZE/BRIDGE/TEMPLE	46/19/130
FRAME SHAPE	SQUARE
FACE SHAPE	ROUNDED

AVAILABLE COLORS

212/80



286/2P

P



286/2V

P



286/5Q

P



286/71



287/71



P POLAR LENS

DISCOVER THE COLLECTION

EXPLORE THE BRAND





KIDS

KIDS

NEW MODEL → RY1606

Comfy injected frames with a splash of color for creative kids.

RY1606



Classic round shape with a kick of color



Ready for adventure in two different sizes



Classic yet colorful and always ready to explore

TECHNICAL INFO

GENDER	UNISEX	HINGE	STANDARD
FRONT MATERIAL	NYLON FIBER	SIZE/BRIDGE/TEMPLE	44/17/130 46/17/130
TEMPLE MATERIAL	NYLON FIBER	FRAME SHAPE	ROUND
LENS DEPTH (B)	40.3 42.1	FACE SHAPE	ANGULAR
LENS BASE	4		

PRESCRIPTION : Nylon Fibre rim wire helps to hide lens thickness
 : Depth of lens is suitable for progressive lenses, classic design
 : Round lens shape will fit any kind of lenses

OPTICIAN TIPS : Nylon Fibre Temple adjustment process: Heat for 20-30 seconds at the maximum temperature. Adjusted as needed. Hold in place until cooled.
 : Nylon fibre frame front requires cold insert of ophthalmic lenses
 : Rubber insert helps frame grip

AVAILABLE COLORS



DISCOVER THE COLLECTION

EXPLORE THE BRAND





KIDS

KIDS

NEW MODEL → RY1604

Easy-to-wear injected frames in fun color combinations that speak to adventurous kids.

RY1604



A classic shape with a fresh splash of color



Two sizes available always ready for mischief



Colorful styles always ready for the next adventure

TECHNICAL INFO

GENDER	UNISEX	HINGE	STANDARD
FRONT MATERIAL	NYLON FIBER	SIZE/BRIDGE/TEMPLE	44/16/130
TEMPLE MATERIAL	NYLON FIBER		46/16/130
LENS DEPTH (B)	36.9	FRAME SHAPE	SQUARE
	38.5	FACE SHAPE	ROUNDED
LENS BASE	4		

PRESCRIPTION : Nylon Fibre rim wire helps to hide lens thickness with high negative prescriptions
 : Depth of lens is suitable for progressive lenses, classic design
 : Regular square lens shape will fit any kind of lenses, also high negative lenses

OPTICIAN TIPS : Nylon Fibre Temple adjustment process: Heat for 20-30 seconds at the maximum temperature. Adjusted as needed. Hold in place until cooled.
 : Nylon fibre frame front requires cold insert of ophthalmic lenses
 : Rubber insert helps frame grip

AVAILABLE COLORS

3862



3863



3865



3864



3866



DISCOVER THE COLLECTION

EXPLORE THE BRAND





KIDS

KIDS

NEW MODEL → RY1605

Easy-to-wear injected frames with bold color combinations that inspire even the youngest of style-seekers.

RY1605



Classic rectangular shape livened up in different color combinations



Two sizes available for the perfect adventurer's fit



Classic but colorful styles that play to the max

TECHNICAL INFO

GENDER	UNISEX	HINGE	STANDARD
FRONT MATERIAL	NYLON FIBER	SIZE BRIDGE/TEMPLE	47/16/130 49/16/130
TEMPLE MATERIAL	NYLON FIBER	FRAME SHAPE	RECTANGLE
LENS DEPTH (B)	34.7 36.2	FACE SHAPE	ROUNDED
LENS BASE	4		

PRESCRIPTION

- : Nylon Fibre rim wire helps to hide lens thickness with high negative prescriptions
- : Depth of lens is suitable for progressive lenses, classic design
- : Regular Rectangle lens shape will fit any kind of lenses, also high negative prescription

OPTICIAN TIPS

- : Nylon Fibre Temple adjustment process: Heat for 20-30 seconds at the maximum temperature. Adjusted as needed. Hold in place until cooled.
- : Nylon fibre frame front requires cold insert of ophthalmic lenses
- : Rubber insert helps frame grip

AVAILABLE COLORS

3777



3867



3862



3868



3866



DISCOVER THE COLLECTION

EXPLORE THE BRAND





KIDS

KIDS

NEW MODEL → RY1056

Light metal frame in a classic shape loved not only by grown ups.

RY1056



Light and subtle style for those who prefer it a little calmer



Available in two different sizes for the perfect fit in any adventure



Thin metal frame in a variety of popular colors

TECHNICAL INFO

GENDER	UNISEX	HINGE	STANDARD
FRONT MATERIAL	METAL	SIZE/BRIDGE/TEMPLE	44/17/125
TEMPLE MATERIAL	METAL		46/17/125
LENS DEPTH (B)	36.0	FRAME SHAPE	SQUARE
	37.7	FACE SHAPE	ROUNDED
LENS BASE	4		

PRESCRIPTION : Double eyewire full rim accommodates well low to middle power plastic prescription lenses
 : Depth of lens is suitable for progressive lenses, classic design
 : Square lens shape will fit any kind of lenses

OPTICIAN TIPS : Thin acetate temple tips are easy to adjust
 : Metal pad arms are easily adjusted

AVAILABLE COLORS

4064



4080



4065



4081



4078



DISCOVER THE COLLECTION

EXPLORE THE BRAND



Ray-Ban



NOVEMBER 2020/SPRING 2021

GOOD TO HAVE

COLLECTION OVERVIEW

CLASSIC ICONS

OVERSIZED ENTRY PRICE

TITANIUM COLLECTION

DISCOVER THE COLLECTION

EXPLORE THE BRAND



INTERACTIVE INDEX





NOVEMBER 2020/SPRING 2021

GOOD TO HAVE

CLASSIC ICONS

color add

RB3025JM
AVIATOR FULL
COLOR



color add

RB3447JM
ROUND FULL
METAL



color add

RX3716VM
CLUBMASTER
METAL



OVERSIZED ENTRY PRICE

color add

RB4345



RB4347



RB4337



NEW MODELS

	W	M	U	F
	0	1	3	0

	W	M	U	F
	0	1	1	0

	W	M	U	F
TOT	0	2	4	0

NEW COLOR ADDITIONS

23 SKU

W	WOMAN
M	MEN
U	UNISEX
F	ASIAN FITTING

TITANIUM COLLECTION

RB8157
FRANK
TITANIUM



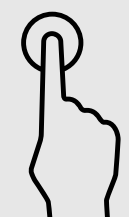
RB8247
ROUND
TITANIUM



RX8157V
FRANK
TITANIUM



RB8247V
ROUND
TITANIUM

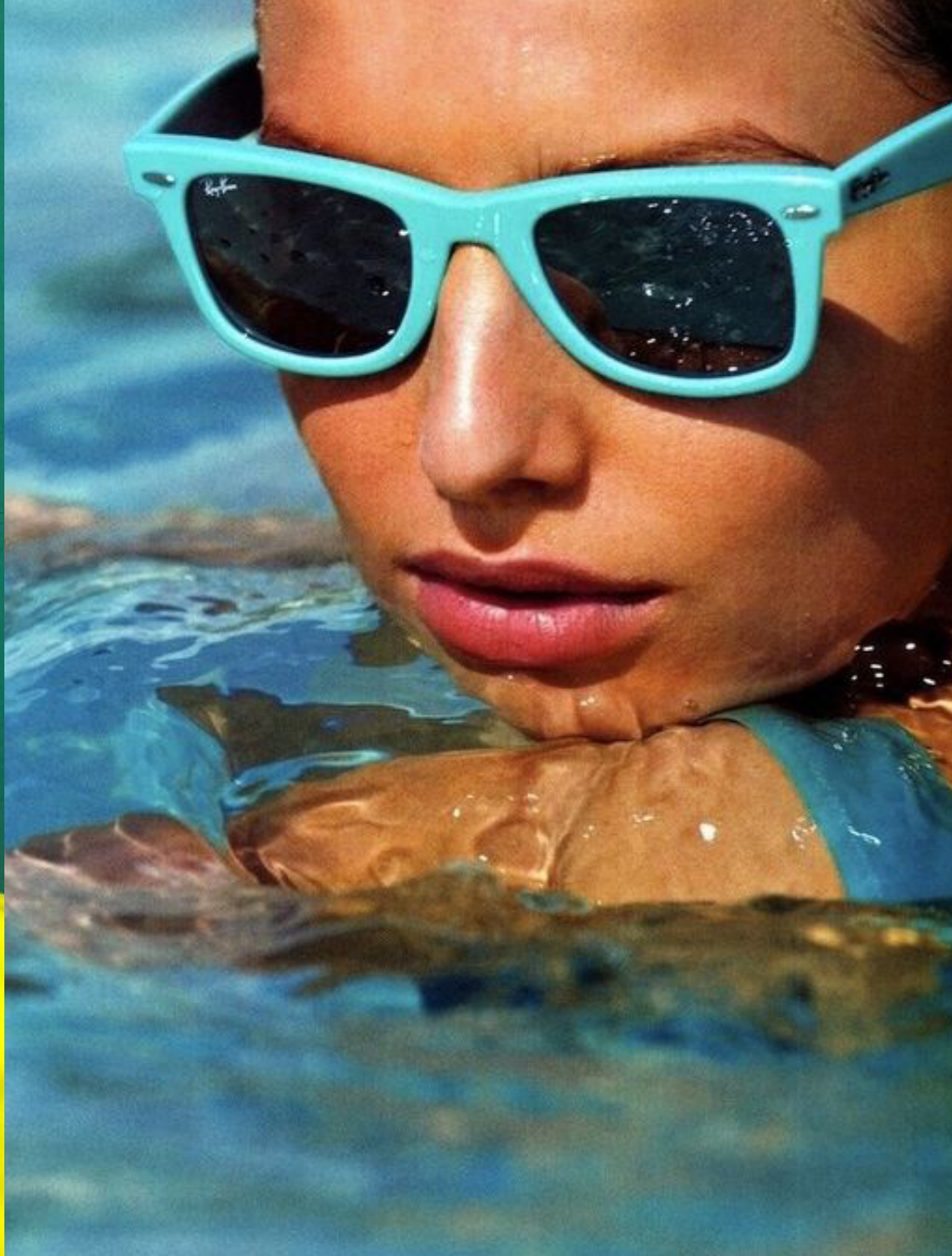


INTERACTIVE

DISCOVER THE COLLECTION

EXPLORE THE BRAND





GOOD TO HAVE

CLASSIC ICONS

Two of our self-standing heroes, the Aviator and the Round, are back with a colorful twist. But also our Clubmaster Metal is shining in bright new metal shades.

color add

RB3025JM
AVIATOR FULL
COLOR



color add

RX3716VM
CLUBMASTER
METAL



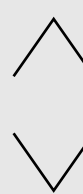
color add

RB3447JM
ROUND FULL
METAL



DISCOVER THE COLLECTION

EXPLORE THE BRAND





ICONS

CLASSIC ICONS

COLOR ADD → AVIATOR FULL COLOR



RB3025JM

GENDER	UNISEX
FRONT MATERIAL	METAL
TEMPLE MATERIAL	METAL
LENS MATERIAL	CRYSTAL
LENS DEPTH (B)	50.0 54.2
LENS BASE	6

HINGE	STANDARD
SIZE/BRIDGE/TEMPLE	58/14/135 62/14/140
FRAME SHAPE	PILOT

919632



919651



919671



91963C



91963E



91963F



9196BH



DISCOVER THE COLLECTION

EXPLORE THE BRAND





ICONS

CLASSIC ICONS

COLOR ADD → ROUND FULL METAL



RB3447JM

GENDER	MAN
FRONT MATERIAL	METAL
TEMPLE MATERIAL	METAL
LENS MATERIAL	CRYSTAL
LENS DEPTH (B)	46.9
LENS BASE	6

HINGE	STANDARD
SIZE/BRIDGE/TEMPLE	50/21/145
FRAME SHAPE	PANTHOS

919632



919651



919671



91963C



91963E



91963F



9196BH



DISCOVER THE COLLECTION

EXPLORE THE BRAND





ICONS

CLASSIC ICONS

COLOR ADD → CLUBMASTER METAL



RX3716VM

GENDER	UNISEX	HINGE	STANDARD
FRONT MATERIAL	METAL	SIZE/BRIDGE/TEMPLE	50/22/145
TEMPLE MATERIAL	METAL	FRAME SHAPE	SQUARE
LENS DEPTH (B)	43.1		
LENS BASE	4		

2861



2973

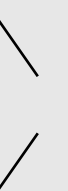


3116



DISCOVER THE COLLECTION

EXPLORE THE BRAND



Ray-Ban



GOOD TO HAVE

OVERSIZED ENTRY PRICE

At the forefront of style since 1937, Ray-Ban keeps creating frames that are fearlessly modern.

RB4345



RB4347



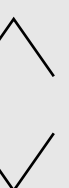
[color add](#)

RB4337



DISCOVER THE COLLECTION

EXPLORE THE BRAND





YOUNGSTER

OVERSIZED ENTRY PRICE

NEW MODEL → RB4345

A slim round silhouette, as large as it gets. Thick nylon temples have their say too, subtly blending in and giving this frame balance without lacking character.

RB4345



Oversized round shape



One solid and six gradient options on lenses



Thick nylon temples have their say too

TECHNICAL INFO

GENDER	UNISEX
FRONT MATERIAL	NYLON FIBER
TEMPLE MATERIAL	NYLON FIBER
LENS MATERIAL	PLASTIC
LENS DEPTH (B)	59.8
LENS BASE	8 D

PRESCRIPTION	RX ABLE: YES ADVANCED
--------------	----------------------------------

HINGE	STANDARD
SIZE/BRIDGE/TEMPLE	58/20/125
FRAME SHAPE	ROUND
FACE SHAPE	ANGULAR

AVAILABLE COLORS

632519



65320N



653011



65338H



601/71



710/13



65318G



DISCOVER THE COLLECTION

EXPLORE THE BRAND





YOUNGSTER

OVERSIZED ENTRY PRICE

NEW MODEL → RB4347

Ray-Ban's take on the oversized square. Available in seven transparent colors, this frame confidently rocks the latest trends.

RB4347



Oversized square shape



One solid and six gradient options on lenses



Thick nylon temples have their say too

TECHNICAL INFO

GENDER	UNISEX
FRONT MATERIAL	NYLON FIBER
TEMPLE MATERIAL	NYLON FIBER
LENS MATERIAL	PLASTIC
LENS DEPTH (B)	50.7
LENS BASE	8 D

PRESCRIPTION	RX ABLE: YES ADVANCED
--------------	----------------------------------

HINGE	STANDARD
SIZE/BRIDGE/TEMPLE	60/18/125
FRAME SHAPE	SQUARE
FACE SHAPE	ROUNDED

AVAILABLE COLORS

632519



65320N



653011



65338H



601/71



710/13

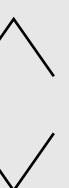


65318G



DISCOVER THE COLLECTION

EXPLORE THE BRAND





YOUNGSTER

OVERSIZED ENTRY PRICE

COLOR ADD → RB4337



RB4337

GENDER	UNISEX	HINGE	STANDARD
FRONT MATERIAL	NYLON FIBER	SIZE/BRIDGE/TEMPLE	59/21/125
TEMPLE MATERIAL	NYLON FIBER	FRAME SHAPE	PANTHOS
LENS MATERIAL	PLASTIC EVOLVE		
LENS DEPTH (B)	47.4		
LENS BASE	8 D		

6447Q5



6539Q6



6540Q1



6541Q4



6542Q2



6543Q3



DISCOVER THE COLLECTION

EXPLORE THE BRAND



Ray-Ban



GOOD TO HAVE

TITANIUM COLLECTION

Delicate Japanese craft propels our iconic models into a league of their own. Made from the lightest and purest ion-plated titanium, these sun and optical frames are sophisticated staples.

RB8157
FRANK
TITANIUM



RX8157V
FRANK
TITANIUM



RB8247
ROUND
TITANIUM



RX8247V
ROUND
TITANIUM



DISCOVER THE COLLECTION

EXPLORE THE BRAND





ICONS

TITANIUM COLLECTION

NEW MODEL → FRANK TITANIUM

A sleek frame gets reinvigorated with a vintage flair. Available in five different legendary finishings and complemented by acetate temple tips and polar lenses, this style suits up for the front row.

RB8157



Sleek frame with a vintage flair



Our signature polar lenses



Acetate temple tips

TECHNICAL INFO

GENDER	MAN
FRONT MATERIAL	TITANIUM
TEMPLE MATERIAL	TITANIUM
LENS MATERIAL	CRYSTAL
LENS DEPTH (B)	41.5 44.1
LENS BASE	6

HINGE	STANDARD
SIZE/BRIDGE/TEMPLE	48/20/140 51/20/145
FRAME SHAPE	SQUARE
FACE SHAPE	ROUNDED

PRESCRIPTION | RX ABLE: N/D

AVAILABLE COLORS

920948
P



9208T0
P



921658
P



9217T0
P

IMAGE NOT AVAILBLE

9207T0
P



P POLAR LENS

DISCOVER THE COLLECTION

EXPLORE THE BRAND





ICONS

TITANIUM COLLECTION

NEW MODEL → ROUND TITANIUM

Being a free spirit means never holding back. Loved by generations, the Round is back, stronger and lighter than ever.

RB8247



The Round is back this time stronger and lighter



Our signature polar lenses



Acetate temple tips

TECHNICAL INFO

GENDER	UNISEX
FRONT MATERIAL	TITANIUM
TEMPLE MATERIAL	TITANIUM
LENS MATERIAL	CRYSTAL
LENS DEPTH (B)	44.0 46.9
LENS BASE	6

HINGE	STANDARD
SIZE/BRIDGE/TEMPLE	47/21/140 50/21/145
FRAME SHAPE	ROUND
FACE SHAPE	ANGULAR

PRESCRIPTION | **RX ABLE: N/D**

AVAILABLE COLORS

920948
P



9208T0
P



921658
P



9217T0
P



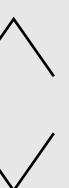
9207T0
P



P POLAR LENS

DISCOVER THE COLLECTION

EXPLORE THE BRAND





ICONS

TITANIUM COLLECTION

NEW MODEL → FRANK TITANIUM

Our spunkiest optical silhouette gets the top Japanese treatment. With its staple vintage energy, the titanium Frank is our main guy in five deluxe colors.

RX8157V



Our spunkiest optical silhouette



Available in two sizes for the perfect fit



Acetate temple tips

TECHNICAL INFO

GENDER	MAN	HINGE	STANDARD
FRONT MATERIAL	TITANIUM	SIZE/BRIDGE/TEMPLE	48/20/140 51/20/145
TEMPLE MATERIAL	TITANIUM	FRAME SHAPE	SQUARE
LENS DEPTH (B)	41.5 44.1	FACE SHAPE	ROUNDED
LENS BASE	4		

PRESCRIPTION : Depth of lens is suitable for progressive lenses, classic design
: Square lens shape will fit any kind of lenses

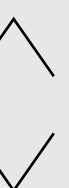
OPTICIAN TIPS : Thin acetate temple tips are easy to adjust
: Metal pad arms are easily adjusted

AVAILABLE COLORS



DISCOVER THE COLLECTION

EXPLORE THE BRAND





ICONS

TITANIUM COLLECTION

NEW MODEL → ROUND TITANIUM

Shaping culture requires top vision. Newly styled in titanium, we celebrate the Round in five premium coatings.

RX8247V



The Round returns stronger and lighter than ever



Available in two sizes for the perfect fit



Acetate temple tips

TECHNICAL INFO

GENDER	UNISEX	HINGE	STANDARD
FRONT MATERIAL	TITANIUM	SIZE/BRIDGE/TEMPLE	47/21/140 50/21/145
TEMPLE MATERIAL	TITANIUM	FRAME SHAPE	ROUND
LENS DEPTH (B)	44.0 46.9	FACE SHAPE	ANGULAR
LENS BASE	4		

PRESCRIPTION : Depth of lens is suitable for progressive lenses, classic design
: Round lens shape will fit any kind of lenses

OPTICIAN TIPS : Thin acetate temple tips are easy to adjust
: Metal pad arms are easily adjusted

AVAILABLE COLORS

1222



1225



1223



1226



1224



DISCOVER THE COLLECTION

EXPLORE THE BRAND



Ray-Ban



NOVEMBER 2020/SPRING 2021

SOMETHING MORE

COLLECTION OVERVIEW

TRI-LAYERED PILOT

CASUAL STYLE

OPTICAL ESSENTIALS

FLARED SQUARE

OPTICAL FUNCTIONAL

DISCOVER THE COLLECTION

EXPLORE THE BRAND



INTERACTIVE INDEX





F ALSO AVAILABLE
IN ASIAN FITTING

NOVEMBER 2020/SPRING 2021

SOMETHING MORE

NEW MODELS

	W	M	U	F
	3	0	6	0

	W	M	U	F
	0	0	12	2

TOT	W	M	U	F
	3	0	18	2

NEW COLOR ADDITIONS

33 SKU

W	WOMAN
M	MEN
U	UNISEX
F	ASIAN FITTING



INTERACTIVE

CASUAL STYLE

RB3666



RB3672



RB4342



RB4344



RX5390

F



color add

RX5391

F



color add

RX6466



color add

RX7244



color add

RB3539



color add

RX6449



color add

RX6450



RX6421



RX6396



RX5356



OPTICAL FUNCTIONAL

RX6461



RX6462



RX8767



RX8769



RX8768



OPTICAL ESSENTIALS

RX6470



color add

RX6471



color add

RX7190



color add

RX7046



color add

RX6444



RX7047



RX7066



FLARED SQUARE

RB8065



RB8066



RB8067



TRI-LAYERED PILOT

RB4355
VAGABOND

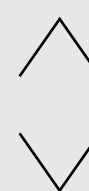


RB4357
POWDERHORN



DISCOVER THE COLLECTION

EXPLORE THE BRAND





SOMETHING MORE

TRI-LAYERED PILOT

Straight out of the 70s iconic sport scene. With a distinctive vintage aesthetic, these tri-injected frames are built to own the streets.

RB4355
VAGABOND

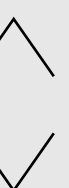


RB4357
POWDERHORN



DISCOVER THE COLLECTION

EXPLORE THE BRAND





ICONS

TRI-LAYERED PILOT

NEW MODEL → VAGABOND

It's the classic teardrop shape as you've never seen before. Available in eight dynamic color mixes, these multi-layered injected frames go from vintage hues to modern transparencies without a hitch.

RB4355



Classic teardrop shape



Chunky double bridge



Tri-injected temples

TECHNICAL INFO

GENDER	UNISEX
FRONT MATERIAL	INJECTED
TEMPLE MATERIAL	INJECTED
LENS MATERIAL	CRYSTAL
LENS DEPTH (B)	50.4
LENS BASE	6

PRESCRIPTION	RX ABLE: YES STANDARD
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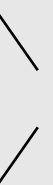
HINGE	STANDARD
SIZE/BRIDGE/TEMPLE	58/15/140
FRAME SHAPE	PILOT
FACE SHAPE	ANGULAR

AVAILABLE COLORS



DISCOVER THE COLLECTION

EXPLORE THE BRAND





ICONS

TRI-LAYERED PILOT

NEW MODEL → POWDERHORN

With its not-so-quiet double bridge and sharp upper rim line, this frame is always up for an adventure. Match its sporty attitude with a streetwear look to get them talking around the block.

RB4357



Not-so-quiet double bridge



Teardrop shaped lenses



Tri-injected temples

TECHNICAL INFO

GENDER	UNISEX
FRONT MATERIAL	INJECTED
TEMPLE MATERIAL	INJECTED
LENS MATERIAL	CRYSTAL
LENS DEPTH (B)	50.9
LENS BASE	6

PRESCRIPTION	RX ABLE: YES STANDARD
--------------	--------------------------

HINGE	STANDARD
SIZE/BRIDGE/TEMPLE	58/15/140
FRAME SHAPE	PILOT
FACE SHAPE	ANGULAR

AVAILABLE COLORS

654531



6551B3



6546W3



6552GA



6547B4



902/R5



6548GD



954/33

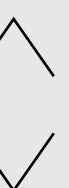


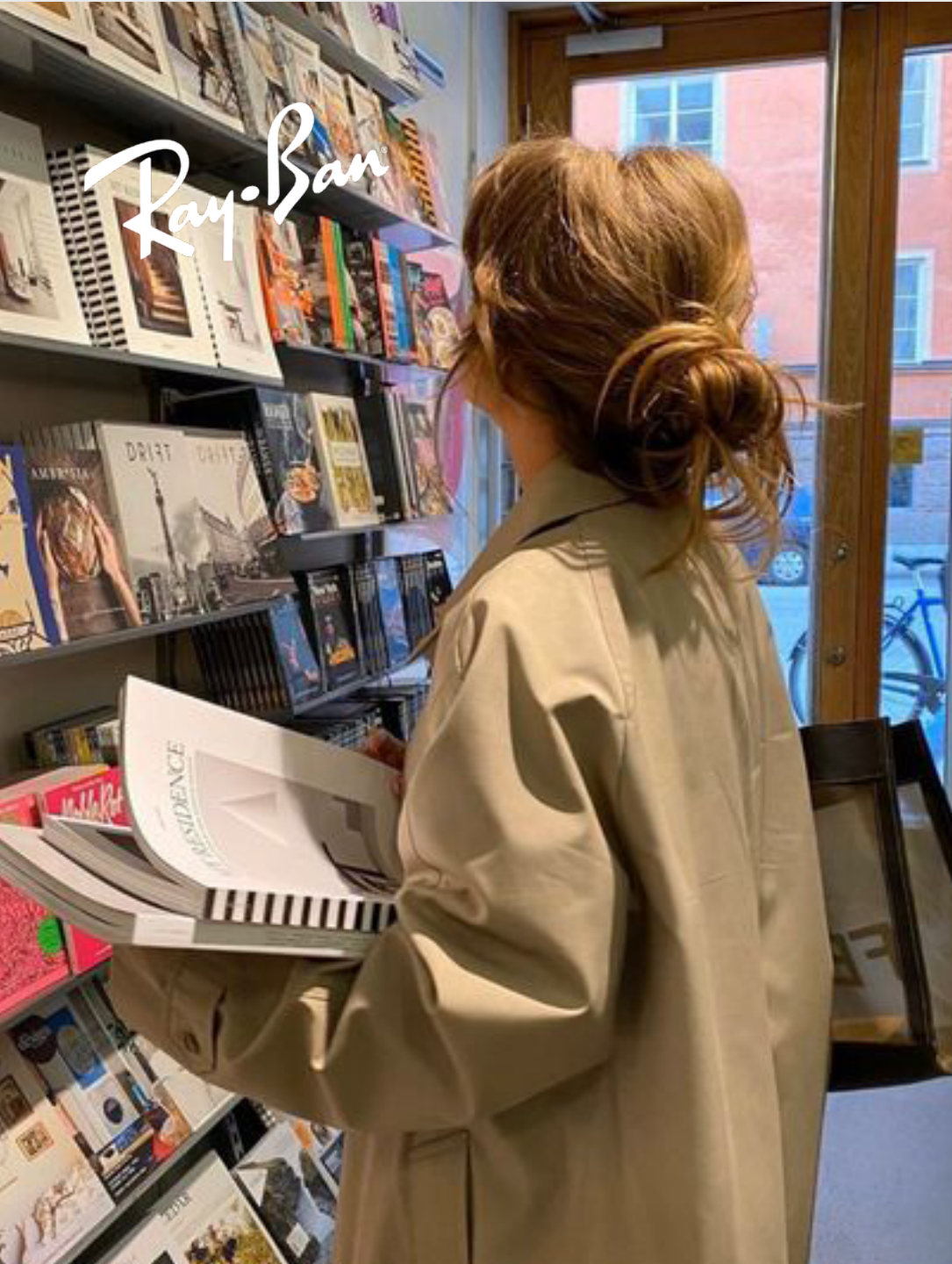
601/B1



DISCOVER THE COLLECTION

EXPLORE THE BRAND





F ALSO AVAILABLE
IN ASIAN FITTING

SOMETHING MORE

CASUAL STYLE

These unfussy and polished frames have unmistakable style. The new models and color additions take you from morning shower to happy hour without a hitch.

RB3666



RX5390

F



RB3672



RX5391

F



RB4342



RX6466



RB4344



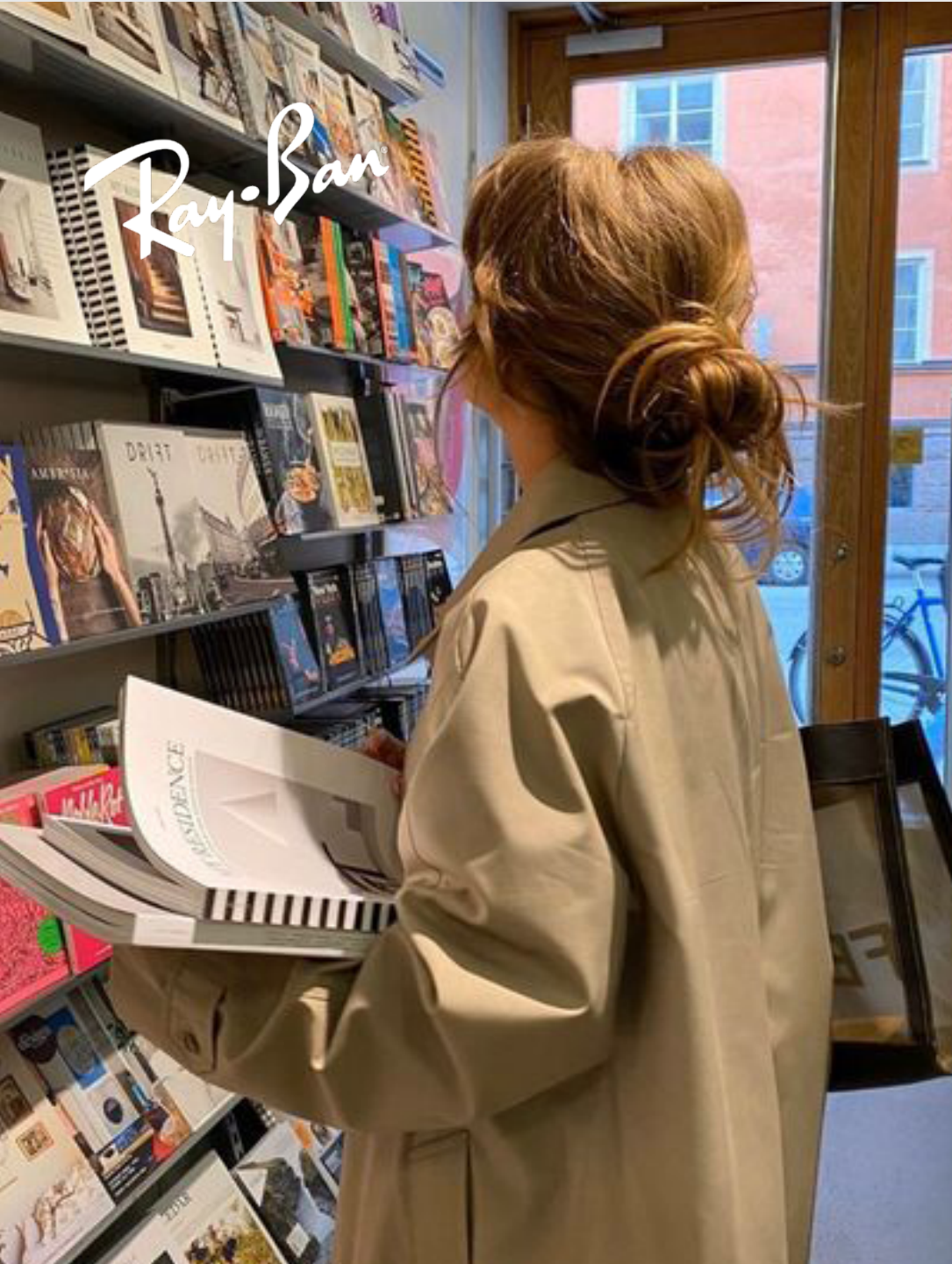
RX7244



DISCOVER THE COLLECTION

EXPLORE THE BRAND





SOMETHING MORE

CASUAL STYLE

These unfussy and polished frames have unmistakable style. The new models and color additions take you from morning shower to happy hour without a hitch.

RB3539

color add



RX6449

color add



RX6450

color add



RX6421

color add



RX6396

color add



RX5356

color add



DISCOVER THE COLLECTION

EXPLORE THE BRAND





HIGHSTREET

CASUAL STYLE

NEW MODEL → RB3666

Trendy and slim double bridge shape in six slick metal colors. The combination of volumes on the temple, from flat to cylindrical gives it an unexpected touch of harmony for the every-day toing and froing.

RB3666



Slim metal frame in six metal colors for a kick of freshness



Solid, polarized and gradient lenses in a range of dark shades



Hand-inserted acetate temple tips

TECHNICAL INFO

GENDER	UNISEX
FRONT MATERIAL	METAL
TEMPLE MATERIAL	METAL
LENS MATERIAL	CRYSTAL
LENS DEPTH (B)	44.3
LENS BASE	6

PRESCRIPTION	RX ABLE: YES STANDARD
--------------	--------------------------

HINGE	STANDARD
SIZE/BRIDGE/TEMPLE	56/17/140
FRAME SHAPE	IRREGULAR
FACE SHAPE	ROUNDED ANGULAR

AVAILABLE COLORS

001/62



002/31



002/K3



003/71



004/B1



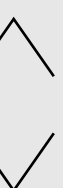
004/N5



P POLAR LENS

DISCOVER THE COLLECTION

EXPLORE THE BRAND





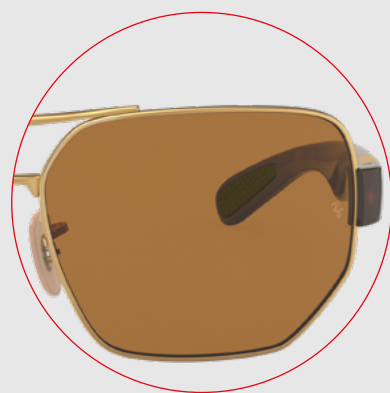
HIGHSTREET

CASUAL STYLE

NEW MODEL → RB3672

This double bridge frame blends geometric lines with soft curves for an overall balanced look. The strong connection to Ray-Ban is purposely loud thanks to the metal logo plaque interlocked along contrasting nylon temples.

RB3672



Geometric lines with soft curves for an overall balanced look



Polarized or solid lenses on a suite of colors



Logo plaque interlocked along contrasting nylon temples

TECHNICAL INFO

GENDER	UNISEX
FRONT MATERIAL	METAL
TEMPLE MATERIAL	NYLON FIBER
LENS MATERIAL	PLASTIC
LENS DEPTH (B)	46.6
LENS BASE	6 D

PRESCRIPTION	RX ABLE: YES STANDARD
--------------	--------------------------

HINGE	STANDARD
SIZE BRIDGE/TEMPLE	60/17/135
FRAME SHAPE	IRREGULAR
FACE SHAPE	ROUNDED ANGULAR

AVAILABLE COLORS

001/83
P



004/71



002/80



004/73



003/82
P



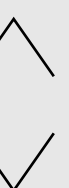
004/9A
P



P POLAR LENS

DISCOVER THE COLLECTION

EXPLORE THE BRAND





HIGHSTREET

CASUAL STYLE

NEW MODEL → RB4342

A distinctive injected and metal combination means this frame stands its own. Inspired by our icons themselves, this style is the lowkey interpretation of a free-spirited attitude.

RB4342



A distinctive injected and metal combination



Solid, polarized and gradient lenses in a range of smoky colors



Horizontal bar rivets that celebrate our iconic look

TECHNICAL INFO

GENDER	UNISEX
FRONT MATERIAL	PROPONIATE
TEMPLE MATERIAL	PROPONIATE
LENS MATERIAL	PLASTIC
LENS DEPTH (B)	46.6
LENS BASE	6 D

PRESCRIPTION	RX ABLE: YES STANDARD
--------------	--------------------------

HINGE	STANDARD
SIZE/BRIDGE/TEMPLE	59/16/145
FRAME SHAPE	SQUARE
FACE SHAPE	ROUNDED

AVAILABLE COLORS

616613



64294L



601/71



710/73



601/9A



710/83



P POLAR LENS

DISCOVER THE COLLECTION

EXPLORE THE BRAND





HIGHSTREET

CASUAL STYLE

NEW MODEL → **RB4344**

Sophisticated but not pretentious with an easy-going shape and metal temples. The glossy finishings give it that extra-polished look. Available in six different color combinations.

RB4344



The glossy finishings give it an extra-polished look



Solid, polarized and gradient lenses in a range of smoky colors



Temple tips that match the front for a consistent look

TECHNICAL INFO

GENDER	UNISEX
FRONT MATERIAL	NYLON FIBER
TEMPLE MATERIAL	METAL
LENS MATERIAL	CRYSTAL
LENS DEPTH (B)	43.9
LENS BASE	6

PRESCRIPTION	RX ABLE: YES STANDARD
--------------	----------------------------------

HINGE	STANDARD
SIZE/BRIDGE/TEMPLE	56/19/140
FRAME SHAPE	RECTANGLE
FACE SHAPE	ROUNDED

AVAILABLE COLORS

653432



601/78

P



653671



65353M



601/31



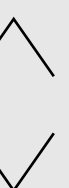
710/33



P POLAR LENS

DISCOVER THE COLLECTION

EXPLORE THE BRAND





F ALSO AVAILABLE
IN ASIAN FITTING

HIGHSTREET

CASUAL STYLE

NEW MODEL → RX5390

With a soft touch at every bend, this squared silhouette fuses structure with simplicity. Carved out of fine acetate, with transparencies or havanas, this frame has all the makings of a classic.

RX5390



Soft yet squared silhouette



Available in two sizes for all-day comfort



Hand-polished acetate temple

TECHNICAL INFO

GENDER	UNISEX	HINGE	STANDARD
FRONT MATERIAL	ACETATE	SIZE/BRIDGE/TEMPLE	50/21/145
TEMPLE MATERIAL	ACETATE		52/21/145
LENS DEPTH (B)	41.7	FRAME SHAPE	SQUARE
	43.4	FACE SHAPE	ROUNDED
LENS BASE	4		

PRESCRIPTION

- : Acetate rim wire helps to hide lens thickness with high negative prescriptions
- : Depth of lens is suitable for progressive lenses, classic design
- : Square lens shape will fit any kind of lenses

OPTICIAN TIPS

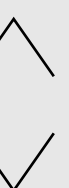
- : Acetate temples are easy to adjust.
- : Flex hinges allow maximum comfort and extended durability

AVAILABLE COLORS



DISCOVER THE COLLECTION

EXPLORE THE BRAND





F ALSO AVAILABLE
IN ASIAN FITTING

HIGHSTREET

CASUAL STYLE

NEW MODEL → RX5391

This style makes a first-class impression with a curved browline and an acetate structure. Ready with an ultra-wearable rectangular shape and available in striped havanas or colorful transparencies.

RX5391



Fail-safe rectangular shape



Available in two sizes for all-day comfort



A curved browline and an acetate construction give a first-class impression

TECHNICAL INFO

GENDER	UNISEX	HINGE	STANDARD
FRONT MATERIAL	ACETATE	SIZE/BRIDGE/TEMPLE	51/18/145 53/18/145
TEMPLE MATERIAL	ACETATE	FRAME SHAPE	RECTANGLE
LENS DEPTH (B)	38.5 40.0	FACE SHAPE	ROUNDED
LENS BASE	4		

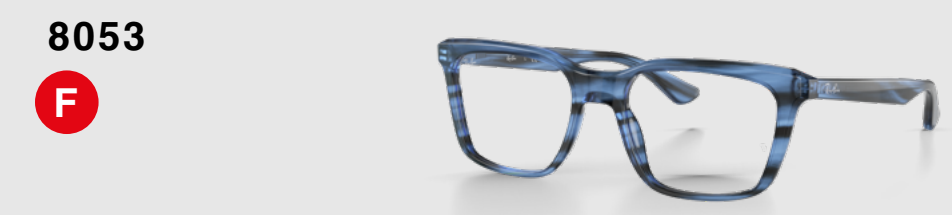
PRESCRIPTION

- : Acetate rim wire helps to hide lens thickness with high negative prescriptions
- : Depth of lens is suitable for progressive lenses, classic design
- : Rectangle lens shape will fit any kind of lenses

OPTICIAN TIPS

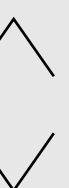
- : Acetate temples are easy to adjust.
- : Flex hinges allow maximum comfort and extended durability

AVAILABLE COLORS



DISCOVER THE COLLECTION

EXPLORE THE BRAND





HIGHSTREET

CASUAL STYLE

NEW MODEL → RX6466

Looking good is all about simple details. The style's metal front is painted to contrast against its sculpted bridge and temples, making this frame a safe bet.

RX6466



Contrasting metal face front and temples



Available in two sizes for all-day comfort



Temple tips that keep in tune with the front

TECHNICAL INFO

GENDER	UNISEX	HINGE	STANDARD
FRONT MATERIAL	METAL	SIZE/BRIDGE/TEMPLE	49/19/140
TEMPLE MATERIAL	METAL		51/19/145
LENS DEPTH (B)	40.1	FRAME SHAPE	SQUARE
	41.7	FACE SHAPE	ROUNDED
LENS BASE	4		

PRESCRIPTION : Double eyewire full rim accommodates well low to middle power plastic prescription lenses
 : Depth of lens is suitable for progressive lenses, classic design
 : Square lens shape will fit any kind of lenses

OPTICIAN TIPS : Thin acetate temple tips are easy to adjust
 : Metal pad arms are easily adjusted

AVAILABLE COLORS

2904



3101



2905



3102



2973



DISCOVER THE COLLECTION

EXPLORE THE BRAND





HIGHSTREET

CASUAL STYLE

NEW MODEL → RX7244

The impact of dark plastic meets the lightness of metal. Straightforward elegance with a soft rectangle shape, this frame is both neat and balanced.

RX7244



Soft rectangle shape



Available in two sizes for all-day comfort



Temple tips that match the front for a balanced look

TECHNICAL INFO

GENDER	UNISEX	HINGE	STANDARD
FRONT MATERIAL	INJECTED	SIZE/BRIDGE/TEMPLE	51/18/140 53/18/140
TEMPLE MATERIAL	METAL	FRAME SHAPE	RECTANGLE
LENS DEPTH (B)	38.7 40.2	FACE SHAPE	ROUNDED
LENS BASE	4		

PRESCRIPTION : Nylon Fibre rim wire helps to hide lens thickness with high negative prescriptions
 : Depth of lens is suitable for progressive lenses, classic design
 : Soft Rectangle (Pillow) lens shape will fit any kind of lenses

OPTICIAN TIPS : Thin acetate temple tips are easy to adjust
 : Nylon fibre frame front requires cold insert of ophthalmic lenses

AVAILABLE COLORS

2000



8100



2012



8101

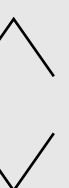


8099



DISCOVER THE COLLECTION

EXPLORE THE BRAND





YOUNGSTER

CASUAL STYLE

COLOR ADD → RB3539



RB3539

GENDER	WOMAN	HINGE	STANDARD
FRONT MATERIAL	METAL	SIZE/BRIDGE/TEMPLE	54/19/145
TEMPLE MATERIAL	METAL	FRAME SHAPE	PANTHOS
LENS MATERIAL	PLASTIC EVOLVE		
LENS DEPTH (B)	46.0		
LENS BASE	6		

002/Q1



002/Q2



002/Q3



002/Q4



002/Q5



002/Q6



DISCOVER THE COLLECTION

EXPLORE THE BRAND





HIGHSTREET

CASUAL STYLE

COLOR ADD → RX6449



RX6449

GENDER	UNISEX	HINGE	STANDARD
FRONT MATERIAL	METAL	SIZE/BRIDGE/TEMPLE	51/19/145 53/19/145
TEMPLE MATERIAL	METAL	FRAME SHAPE	IRREGULAR
LENS DEPTH (B)	36.0 37.4		
LENS BASE	4		

COLOR ADD → RX6450



RX6450

GENDER	UNISEX	HINGE	STANDARD
FRONT MATERIAL	METAL	SIZE/BRIDGE/TEMPLE	54/18/145 56/18/145
TEMPLE MATERIAL	METAL	FRAME SHAPE	IRREGULAR
LENS DEPTH (B)	44.3 46.0		
LENS BASE	4		

2945



3115



2501



2991



2991

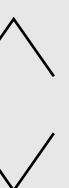


2945



DISCOVER THE COLLECTION

EXPLORE THE BRAND





HIGHSTREET

CASUAL STYLE

COLOR ADD → RX6421



RX6421

GENDER	UNISEX	HINGE	STANDARD
FRONT MATERIAL	METAL	SIZE/BRIDGE/TEMPLE	52/18/140
TEMPLE MATERIAL	METAL		54/18/145
LENS DEPTH (B)	39.4	FRAME SHAPE	SQUARE
	40.9		
LENS BASE	4		

COLOR ADD → RX6396



RX6396

GENDER	UNISEX	HINGE	STANDARD
FRONT MATERIAL	METAL	SIZE/BRIDGE/TEMPLE	51/19/140
TEMPLE MATERIAL	METAL		53/19/145
LENS DEPTH (B)	42.0	FRAME SHAPE	PANTHOS
	43.7		
LENS BASE	4		

2905



3101



8099



8101



2973



8100



DISCOVER THE COLLECTION

EXPLORE THE BRAND





HIGHSTREET

CASUAL STYLE

COLOR ADD → RX5356



RX5356

GENDER	UNISEX	HINGE	STANDARD
FRONT MATERIAL	ACETATE	SIZE/BRIDGE/TEMPLE	52/19/145 54/19/145
TEMPLE MATERIAL	ACETATE	FRAME SHAPE	SQUARE
LENS DEPTH (B)	41.4 43.0		
LENS BASE	4		

8053



8055

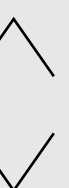


8054



DISCOVER THE COLLECTION

EXPLORE THE BRAND



Ray-Ban



SOMETHING MORE

OPTICAL ESSENTIALS

Modern classics with an open-minded personality. These three new models are refreshing our optical essentials with four color additions, for a look that everyone can own.

RX6470



color add

RX7046



color add

RX6471



RX6444



color add

RX7190



RX7047



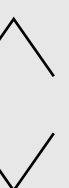
color add

RX7066



DISCOVER THE COLLECTION

EXPLORE THE BRAND





YOUNGSTER

OPTICAL ESSENTIALS

NEW MODEL → RX6470

Extra thin eyewire and irregular round rims make this ultra-light frame a true staple. With metal and grilamid temple tips this frame is as smart as it is stylish.

RX6470



Extra thin eyewire and irregular round rims



Available in two sizes for all-day comfort



Temples combining metal and high quality plastics

TECHNICAL INFO

GENDER	UNISEX	HINGE	STANDARD
FRONT MATERIAL	METAL	SIZE/BRIDGE/TEMPLE	50/17/140 52/17/140
TEMPLE MATERIAL	METAL	FRAME SHAPE	IRREGULAR
LENS DEPTH (B)	43.7 45.4	FACE SHAPE	ROUNDED ANGULAR
LENS BASE	4		

PRESCRIPTION : Depth of lens is suitable for progressive lenses, classic design
: Regular lens shape will fit any kind of lenses

OPTICIAN TIPS : Nylon Fibre Temple adjustment process: Heat for 20-30 seconds at the maximum temperature. Adjusted as needed. Hold in place until cooled.
: Metal pad arms are easily adjusted

AVAILABLE COLORS

2500



3094



2502



3114



2509



DISCOVER THE COLLECTION

EXPLORE THE BRAND





YOUNGSTER

OPTICAL ESSENTIALS

NEW MODEL → RX6471

This maverick is perfectly balanced between an hexagonal and rectangular shape. With temples made from an unconventional combination of metal and plastic, this frame is set to impress from any angle.

RX6471



Hexagonal and rectangular shapes are seamlessly blended



Available in two sizes for all day comfort



Temples combining metal and high quality plastics

TECHNICAL INFO

GENDER	UNISEX	HINGE	STANDARD
FRONT MATERIAL	METAL	SIZE/BRIDGE/TEMPLE	50/17/140 52/17/145
TEMPLE MATERIAL	METAL	FRAME SHAPE	IRREGULAR
LENS DEPTH (B)	40.4 42.0	FACE SHAPE	ROUNDED ANGULAR
LENS BASE	4		

PRESCRIPTION : Depth of lens is suitable for progressive lenses, classic design
: Regular lens shape will fit any kind of lenses

OPTICIAN TIPS : Nylon Fibre Temple adjustment process: Heat for 20-30 seconds at the maximum temperature. Adjusted as needed. Hold in place until cooled.
: Metal pad arms are easily adjusted

AVAILABLE COLORS

2500



2509



2501



2943



2502



DISCOVER THE COLLECTION

EXPLORE THE BRAND





YOUNGSTER

OPTICAL ESSENTIALS

NEW MODEL → RX7190

With a hybrid round-square shape, this frame strikes a perfect balance all while making a sharp first impression. Even more, its signature metal-plastic temples give it that extra dash of charm.

RX7190



A hybrid round-square shape



Available in two sizes for all-day comfort



Temples combining metal and high quality plastics

TECHNICAL INFO

GENDER	UNISEX	HINGE	STANDARD
FRONT MATERIAL	NYLON FIBER	SIZE/BRIDGE/TEMPLE	51/19/140 53/19/145
TEMPLE MATERIAL	METAL	FRAME SHAPE	SQUARE
LENS DEPTH (B)	42.9 44.5	FACE SHAPE	ROUNDED
LENS BASE	4		

PRESCRIPTION

- : Nylon Fibre rim wire helps to hide lens thickness with high negative prescriptions
- : Depth of lens is suitable for progressive lenses, classic design
- : Square lens shape will fit any kind of lenses

OPTICIAN TIPS

- : Nylon Fibre Temple adjustment process: Heat for 20-30 seconds at the maximum temperature. Adjusted as needed. Hold in place until cooled.
- : Nylon fibre frame front requires cold insert of ophthalmic lenses

AVAILABLE COLORS

2000



5943



2012



8083



5940



8084



DISCOVER THE COLLECTION

EXPLORE THE BRAND





YOUNGSTER

OPTICAL ESSENTIALS

COLOR ADD → RX7046



RX7046

GENDER	WOMAN	HINGE	STANDARD
FRONT MATERIAL	INJECTED	SIZE/BRIDGE/TEMPLE	51/18/140
TEMPLE MATERIAL	INJECTED	FRAME SHAPE	PANTHOS
LENS DEPTH (B)	44.5		
LENS BASE	4		

COLOR ADD → RX6444



RX6444

GENDER	UNISEX	HINGE	STANDARD
FRONT MATERIAL	METAL	SIZE/BRIDGE/TEMPLE	51/18/140
TEMPLE MATERIAL	METAL		53/18/145
LENS DEPTH (B)	43.4	FRAME SHAPE	SQUARE
	45.1		
LENS BASE	4		

5940



8084



2502



3114



8083



3094



DISCOVER THE COLLECTION

EXPLORE THE BRAND





ACTIVE LIFESTYLE

OPTICAL ESSENTIALS

COLOR ADD → RX7066



RX7066

GENDER	UNISEX	HINGE	STANDARD
FRONT MATERIAL	INJECTED	SIZE/BRIDGE/TEMPLE	52/17/140
TEMPLE MATERIAL	INJECTED		54/17/145
LENS DEPTH (B)	42.6	FRAME SHAPE	SQUARE
	44.2		
LENS BASE	4		

COLOR ADD → RX7047



RX7047

GENDER	UNISEX	HINGE	STANDARD
FRONT MATERIAL	INJECTED	SIZE/BRIDGE/TEMPLE	54/17/140
TEMPLE MATERIAL	INJECTED		56/17/145
LENS DEPTH (B)	37.3	FRAME SHAPE	SQUARE
	38.9		
LENS BASE	4		

8099



8101



8099



8101



8100



8100



DISCOVER THE COLLECTION

EXPLORE THE BRAND





Ray-Ban

SOMETHING MORE

FLARED SQUARE

The epitome of a futuristic gaze. The flared square trio is here to break boundaries. Clear-cut crystal lenses and titanium temples make these frame a weapon of self-expression.



DISCOVER THE COLLECTION

EXPLORE THE BRAND





TECH LIGHT RAY

FLARED SQUARE

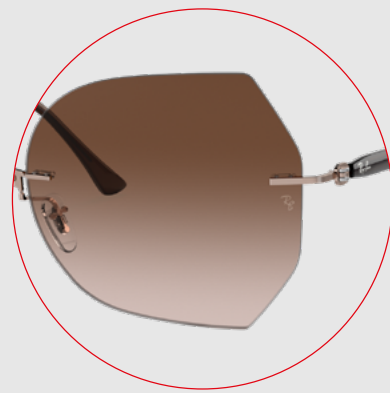
NEW MODEL → RB8065

The butterfly transforms once more, this time into an edgier version of itself. This rimless oversized titanium frame is so light we're adding it to our record book.

RB8065



Oversized extravagance that gazes into the future



Crystal lenses in conspicuous executions, from gradient to mirrored



Rimless frame in an irregular shape with titanium temples

TECHNICAL INFO

GENDER	WOMAN
FRONT MATERIAL	TITANIUM
TEMPLE MATERIAL	TITANIUM
LENS MATERIAL	PLASTIC
LENS DEPTH (B)	57.7
LENS BASE	4

PRESCRIPTION | **RX ABLE: NOT RECOMMENDED**

HINGE	STANDARD
SIZE/BRIDGE/TEMPLE	62/18/140
FRAME SHAPE	IRREGULAR
FACE SHAPE	ROUNDED ANGULAR

AVAILABLE COLORS

003/8F



003/H9



154/71



004/9A

P



155/13



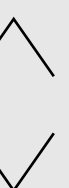
157/11



P POLAR LENS

DISCOVER THE COLLECTION

EXPLORE THE BRAND





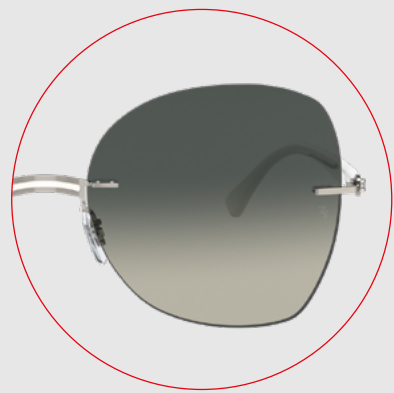
TECH LIGHT RAY

FLARED SQUARE

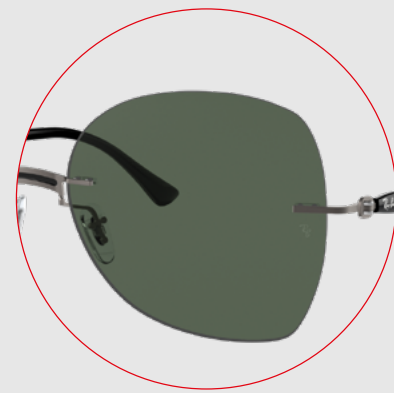
NEW MODEL → RB8066

Fasten your seatbelts as pilot meets butterfly. This rimless titanium construction takes beauty to the max with oversized lenses that put the extra in extravagance.

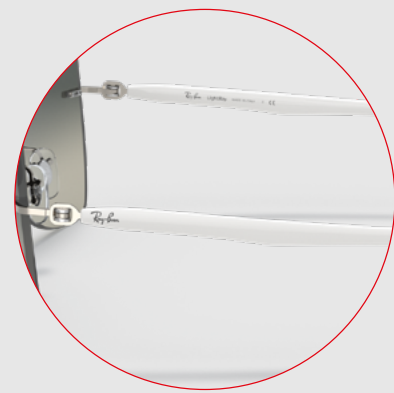
RB8066



Oversized extravagance that gazes into the future



Crystal lenses in conspicuous executions, from gradient to mirrored



Rimless frame in an irregular shape with titanium temples

TECHNICAL INFO

GENDER	WOMAN
FRONT MATERIAL	TITANIUM
TEMPLE MATERIAL	TITANIUM
LENS MATERIAL	PLASTIC
LENS DEPTH (B)	55.7
LENS BASE	4

PRESCRIPTION	RX ABLE: NOT RECOMMENDED
--------------	---------------------------------

HINGE	STANDARD
SIZE/BRIDGE/TEMPLE	58/18/140
FRAME SHAPE	IRREGULAR
FACE SHAPE	ROUNDED ANGULAR

AVAILABLE COLORS

003/11



003/81

P



003/14



154/71



004/4L



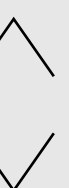
155/68



P POLAR LENS

DISCOVER THE COLLECTION

EXPLORE THE BRAND





TECH LIGHT RAY

FLARED SQUARE

NEW MODEL → **RB8067**

It's the butterfly with added flair. With a sharp cut on the top kink, this rimless oversized frame is so fly it's almost out of this world.

RB8067



Oversized extravagance that gazes into the future



Crystal lenses in conspicuous executions, from gradient to mirrored



Rimless frame in an irregular shape with titanium temples

TECHNICAL INFO

GENDER	WOMAN
FRONT MATERIAL	TITANIUM
TEMPLE MATERIAL	TITANIUM
LENS MATERIAL	PLASTIC
LENS DEPTH (B)	55.3
LENS BASE	4

PRESCRIPTION	RX ABLE: NOT RECOMMENDED
--------------	---------------------------------

HINGE	STANDARD
SIZE/BRIDGE/TEMPLE	57/18/140
FRAME SHAPE	IRREGULAR
FACE SHAPE	ROUNDED ANGULAR

AVAILABLE COLORS

003/19



155/83



004/11



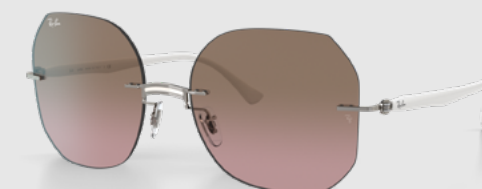
157/73



154/71

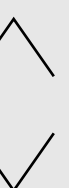


159/14



DISCOVER THE COLLECTION

EXPLORE THE BRAND



Ray-Ban



SOMETHING MORE

OPTICAL FUNCTIONAL

It's time for super light optical frames. Focusing on functional features, these frames rewrite the rules of design with their modern and minimalistic look.

RX6461



RX6462



RX8767



RX8768



RX8769



DISCOVER THE COLLECTION

EXPLORE THE BRAND





TECH LITEFORCE

OPTICAL FUNCTIONAL

NEW MODEL → RX6461

The classic roundish shape gets a boost, with an additional thin metal front and peek temples. True to our roots, the peek is adapted from the aeronautical sector.

RX6461



Elevated version of the classic roundish shape



Available in two sizes for all-day comfort



Peek temples

TECHNICAL INFO

GENDER	UNISEX	HINGE	FLEX
FRONT MATERIAL	STEEL/METAL	SIZE/BRIDGE/TEMPLE	49/19/145
TEMPLE MATERIAL	PEEK	FRAME SHAPE	SQUARE
LENS DEPTH (B)	43.2	FACE SHAPE	ROUNDED
	44.9		
LENS BASE	4		

PRESCRIPTION : Depth of lens is suitable for progressive lenses, classic design
: Square lens shape will fit any kind of lenses

OPTICIAN TIPS : LiteForce adjustment process: set the heater at the maximum temperature, and heat the temple tips for 60/90 seconds. Adjusted as needed. Hold in place until cooled. We advice using gloves or microfibre cloth for your safety.
: Flex hinges allow maximum comfort and extended durability
: Metal pad arms are easily adjusted

AVAILABLE COLORS

2500



2509



2501



2943

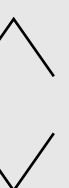


2502



DISCOVER THE COLLECTION

EXPLORE THE BRAND





TECH LITEFORCE

OPTICAL FUNCTIONAL

NEW MODEL → RX6462

A practical, soft-rectangular metal silhouette meets pioneering thermoplastics and the results speak for themselves.

RX6462



A practical, soft-rectangular metal silhouette



Available in two sizes for all-day comfort



Peek temples

TECHNICAL INFO

GENDER	UNISEX	HINGE	FLEX
FRONT MATERIAL	STEEL/METAL	SIZE/BRIDGE/TEMPLE	52/19/145 54/19/145
TEMPLE MATERIAL	PEEK	FRAME SHAPE	SOFT RECTANGLE
LENS DEPTH (B)	39.2 40.7	FACE SHAPE	ROUNDED
LENS BASE	4		

PRESCRIPTION : Depth of lens is suitable for progressive lenses, classic design
: Soft Rectangle (Pillow) lens shape will fit any kind of lenses

OPTICIAN TIPS : LiteForce adjustment process: set the heater at the maximum temperature, and heat the temple tips for 60/90 seconds. Adjusted as needed. Hold in place until cooled. We advice using gloves or microfibre cloth for your safety.
: Flex hinges allow maximum comfort and extended durability
: Metal pad arms are easily adjusted

AVAILABLE COLORS

2500



3057



2502



3103

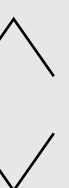


2943



DISCOVER THE COLLECTION

EXPLORE THE BRAND





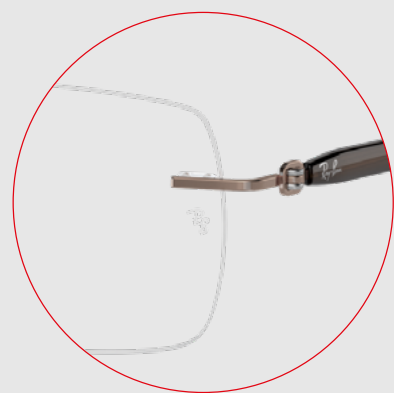
TECH LIGHT RAY

OPTICAL FUNCTIONAL

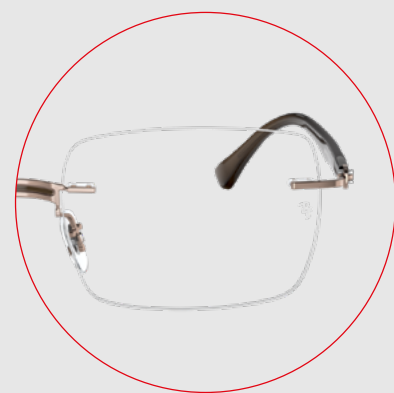
NEW MODEL → RX8767

This style takes the rectangular rimless up-a-notch. Bringing together a titanium skeleton, flexible hinges, an enameled bridge and injected temple tips for a true minimalistic design.

RX8767



Lighter-than-air titanium structure



Taking rectangular rimless up-a-notch



Injected temple tips available in five different color combinations

TECHNICAL INFO

GENDER	UNISEX	HINGE	FLEX
FRONT MATERIAL	TITANIUM	SIZE/BRIDGE/TEMPLE	51/18/140
TEMPLE MATERIAL	TITANIUM	FRAME SHAPE	IRREGULAR
LENS DEPTH (B)	37.2	FACE SHAPE	ROUNDED
LENS BASE	4		ANGULAR

PRESCRIPTION : Rimless frames require lens material in either HI Index 1.60, Trivex® or Polycarbonate
 : Depth of lens is suitable for progressive lenses, classic design
 : Regular lens shape will fit any kind of lenses

OPTICIAN TIPS : Thin acetate temple tips are easy to adjust
 : Metal pad arms are easily adjusted

AVAILABLE COLORS

1227



1230



1228



1231

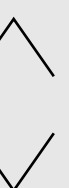


1229



DISCOVER THE COLLECTION

EXPLORE THE BRAND





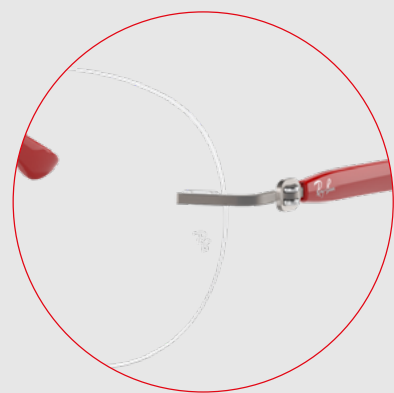
TECH LIGHT RAY

OPTICAL FUNCTIONAL

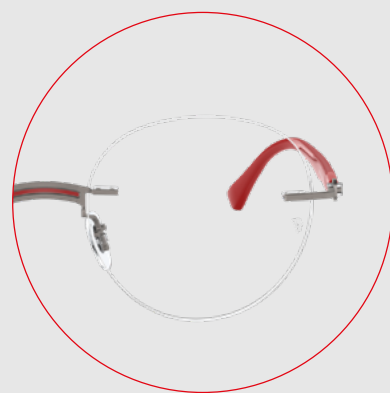
NEW MODEL → RX8768

This round version of our signature rimless is built for a savvy style, topped off with a lighter-than-air titanium structure, flexible hinges, an enameled bridge and injected temple tips.

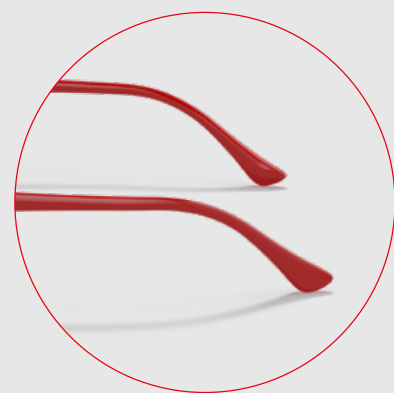
RX8768



Lighter-than-air titanium structure



Taking round rimless up-a-notch



Injected temple tips available in five different color combinations

TECHNICAL INFO

GENDER	UNISEX	HINGE	FLEX
FRONT MATERIAL	TITANIUM	SIZE/BRIDGE/TEMPLE	48/18/140
TEMPLE MATERIAL	TITANIUM		50/18/140
LENS DEPTH (B)	45.0	FRAME SHAPE	PANTHOS
	46.9	FACE SHAPE	ANGULAR
LENS BASE	4		

PRESCRIPTION : Rimless frames require lens material in either HI Index 1.60, Trivex® or Polycarbonate
 : Depth of lens is suitable for progressive lenses, classic design
 : Regular lens shape will fit any kind of lenses

OPTICIAN TIPS : Thin acetate temple tips are easy to adjust
 : Metal pad arms are easily adjusted

AVAILABLE COLORS

1194



1231



1229



1232

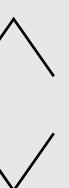


1230



DISCOVER THE COLLECTION

EXPLORE THE BRAND





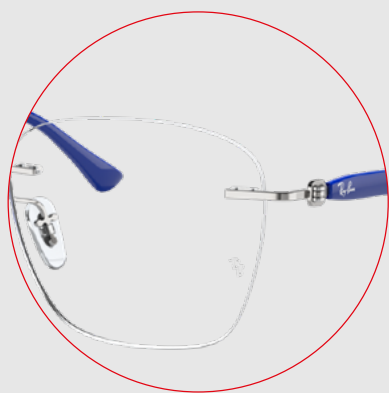
TECH LIGHT RAY

OPTICAL FUNCTIONAL

NEW MODEL → RX8769

This style takes the rectangular rimless up-a-notch. Bringing together a titanium skeleton, flexible hinges, an enameled bridge and injected temple tips for a true minimalistic design.

RX8769



Lighter-than-air titanium structure



Taking rectangular rimless up-a-notch



Injected temple tips available in five different color combinations

TECHNICAL INFO

GENDER	UNISEX	HINGE	FLEX
FRONT MATERIAL	TITANIUM	SIZE/BRIDGE/TEMPLE	49/18/140
TEMPLE MATERIAL	TITANIUM	FRAME SHAPE	SQUARE
LENS DEPTH (B)	41.6	FACE SHAPE	ROUNDED
	43.3		
LENS BASE	4		

PRESCRIPTION : Rimless frames require lens material in either HI Index 1.60, Trivex® or Polycarbonate
 : Depth of lens is suitable for progressive lenses, classic design
 : Square lens shape will fit any kind of lenses

OPTICIAN TIPS : Thin acetate temple tips are easy to adjust
 : Metal pad arms are easily adjusted

AVAILABLE COLORS

1128



1228



1140



1231

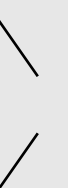


1233

IMAGE NOT AVAILBLE

DISCOVER THE COLLECTION

EXPLORE THE BRAND



Ray-Ban



NOVEMBER 2020/SPRING 2021

COLLECTION HIGHLIGHTS



INTERACTIVE INDEX

DISCOVER THE COLLECTION

EXPLORE THE BRAND





NOVEMBER 2020/SPRING 2021

COLLECTION HIGHLIGHTS

NEW MODELS

	W	M	U	F
	1	0	7	3

	W	M	U	F
	0	0	7	2

	W	M	U	F
TOT	1	0	14	5

NEW COLOR ADDITIONS

36 SKU

W	WOMAN
M	MEN
U	UNISEX
F	ASIAN FITTING



INTERACTIVE

MUST HAVE

BOLD ACETATE

RB2191
INVERNESS **F**



RB2192
ROUNABOUT **F**



RB2186
STATE STREET



color add

RX5486
STATE STREET



color add

RX5487
NOMAD WAYFARER **F**



RX0880



color add

RX5388
JEFFREY



- :: A collection that speaks irreverent and boldness: confident with a little smirk
- :: A variety of thick acetate shapes that are keen to make a bold statement
- :: Inspired by the archives and mixed with modern elements from the present

SLIM ACETATE

RB2195
THALIA **F**



color add

RX5395
THALIA **F**



color add

RB2194
JOHN



color add

RB2193
LEONARD **F**



RX5393
LEONARD **F**



RX5394
JOHN



- :: New slim acetates define minimal sophistication
- :: Gradient havana tones add a light touch
- :: Inspired by the timeless styles of past and present

WIRED BI-GRADIENT

RB3565
JACK



color add

RB1970
OVAL



color add

RB1971
SQUARE



color add

RB1969
RECTANGLE



color add

RB1972
OCTAGON



RX6448
HEXAGONAL **F**



color add

- :: Wired icons welcome an additional shape to the pack: the Jack
- :: New bi-gradient lenses that are twice as dynamic as gradient lenses
- :: For a look that is as edgy as it is smooth

CRYSTAL CHROMANCE

RB3670CH



RB3671CH



- :: Crystal Chromance lenses designed for clearer and sharper vision
- :: Functional frame styles made from long-lasting metal and steel combinations
- :: Performance frames available even without Chromance lenses

KIDS

RJ9072S



RJ9557S



RY1606



RY1604



RY1605



RY1056

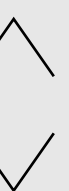


- :: Stylish additions that define a younger perspective in sun and optical
- :: Injected and metal ready to rock in young and fresh shapes
- :: Never held back, from translucent pastels to bright colored injections

F ALSO AVAILABLE
IN ASIAN FITTING

DISCOVER THE COLLECTION

EXPLORE THE BRAND





GOOD TO HAVE

NOVEMBER 2020/SPRING 2021

COLLECTION HIGHLIGHTS

NEW MODELS

	W	M	U	F
	0	1	3	0
	W	M	U	F
	0	1	1	0
	W	M	U	F
TOT	0	2	4	0

NEW COLOR ADDITIONS

23 SKU

W	WOMAN
M	MEN
U	UNISEX
F	ASIAN FITTING



INTERACTIVE

CLASSIC ICONS

color add	color add	color add
RB3025JM AVIATOR FULL COLOR	RB3447JM ROUND FULL METAL	RX3716VM CLUBMASTER METAL

- :: Ready in seven colorful acetate sheaths and legend gold combinations
- :: The legendary Aviator: now available in a new size 62
- :: Gradient lenses in tune with the sheaths' colors

TITANIUM COLLECTION

RB8157 FRANK TITANIUM	RB8247 ROUND TITANIUM	RX8157V FRANK TITANIUM	RB8247V ROUND TITANIUM

- :: Made from the purest and lightest ion-plated titanium around
- :: Polar lenses on sun models
- :: Only the best color coatings

OVERSIZED ENTRY PRICE

	color add	
RB4345	RB4347	RB4337

- :: Oversize nylon frames in two new shapes
- :: Thick temples that subtly blend in
- :: Loud and fearless, available in six different colors

DISCOVER THE COLLECTION

EXPLORE THE BRAND





SOMETHING MORE

F ALSO AVAILABLE
IN ASIAN FITTING

NOVEMBER 2020/SPRING 2021

COLLECTION HIGHLIGHTS

NEW MODELS

	W	M	U	F
	3	0	6	0
	W	M	U	F
	0	0	12	2
TOT	W	M	U	F
	3	0	18	2

NEW COLOR ADDITIONS

33 SKU

W	WOMAN
M	MEN
U	UNISEX
F	ASIAN FITTING

CASUAL STYLE

RB3666



RB3672



RB4342



RB4344



RX5390

F



color add

RX5391

F



color add

RX6466



color add

RX7244



color add

RB3539



color add

RX6449



color add

RX6450



RX6421



RX6396



RX5356



- :: Unfussy and polished frames
- :: Easy-to-wear frames
- :: Authentic details that make each frame unique

OPTICAL ESSENTIALS

RX6470



color add

RX6471



color add

RX7190



color add

RX7046



color add

RX6444



RX7047



RX7066



- :: Designed for great vision as well as style
- :: Top mix of high-quality materials
- :: Wide and inclusive appeal with a price that's easy on the pockets

TRI-LAYERED PILOT

RB4355
VAGABOND



RB4357
POWDERHORN



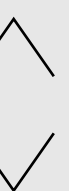
- :: New models straight out of the 70s iconic sport scene
- :: A sporty attitude with a streetwear look
- :: Tri-injected frames that express a distinctive vintage aesthetic



INTERACTIVE

DISCOVER THE COLLECTION

EXPLORE THE BRAND





SOMETHING MORE

F ALSO AVAILABLE
IN ASIAN FITTING

NOVEMBER 2020/SPRING 2021

COLLECTION HIGHLIGHTS

OPTICAL FUNCTIONAL

RX6461



RX6462



RX8767



RX8769



RX8768



- :: Super light optical frames
- :: A mix of top-of-the-range materials
- :: For a modern, minimalistic look

FLARED SQUARE

RB8065



RB8066



RB8067



- :: The new flared square trio is the epitome of a futuristic gaze
- :: Clear cut crystal lenses crossed with titanium temples
- :: Oversized and extravagant but light like a butterfly

NEW MODELS

	W	M	U	F
	3	0	6	0

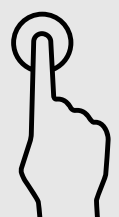
	W	M	U	F
	0	0	12	2

	W	M	U	F
TOT	3	0	18	2

NEW COLOR ADDITIONS

33 SKU

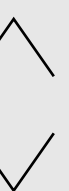
W	WOMAN
M	MEN
U	UNISEX
F	ASIAN FITTING



INTERACTIVE

DISCOVER THE COLLECTION

EXPLORE THE BRAND



Ray-Ban



NOVEMBER 2020/SPRING 2021

NEW COLLECTION SUMMARY

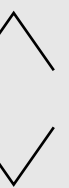
NEW MODELS

DISCOVER THE COLLECTION

EXPLORE THE BRAND



INTERACTIVE INDEX





NOVEMBER 2020/SPRING 2021

NEW MODELS RECAP

MUST HAVE

BOLD ACETATE

RB2191
INVERNESS **F**



RB2192
ROUNABOUT **F**



RX5486
STATE STREET



RX5487
NOMAD WAYFARER **F**



WIRED BI-GRADIENT

RB3565
JACK



SLIM ACETATE

RB2195
THALIA **F**



RX5395
THALIA **F**



CRYSTAL CHROMANCE

RB3670CH



RB3671CH



KIDS

RJ9072S



RJ9557S



RY1605



RY1056



RY1606



RY1604



GOOD TO HAVE

TITANIUM

RB8157
FRANK
TITANIUM



RB8247
ROUND
TITANIUM



RX8157V
FRANK
TITANIUM



RB8247V
ROUND
TITANIUM



OVERSIZED ENTRY PRICE

RB4345



RB4347



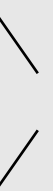
F ALSO AVAILABLE
IN ASIAN FITTING



INTERACTIVE

DISCOVER THE COLLECTION

EXPLORE THE BRAND





SOMETHING MORE

NOVEMBER 2020/SPRING 2021

NEW MODELS RECAP

CASUAL STYLE

RB3666



RB3672



RB4342



RB4344



RX5390



RX5391



RX6466



RX7244



OPTICAL FUNCTIONAL

RX6461



RX6462



RX8767



RX8769



RX8768



OPTICAL ESSENTIALS

RX6470



RX6471



RX7190



FLARED SQUARE

RB8065



RB8066



RB8067



TRI-LAYERED PILOT

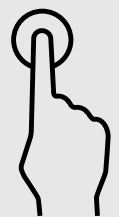
RB4355
VAGABOND



RB4357
POWDERHORN



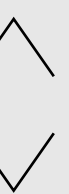
F ALSO AVAILABLE
IN ASIAN FITTING

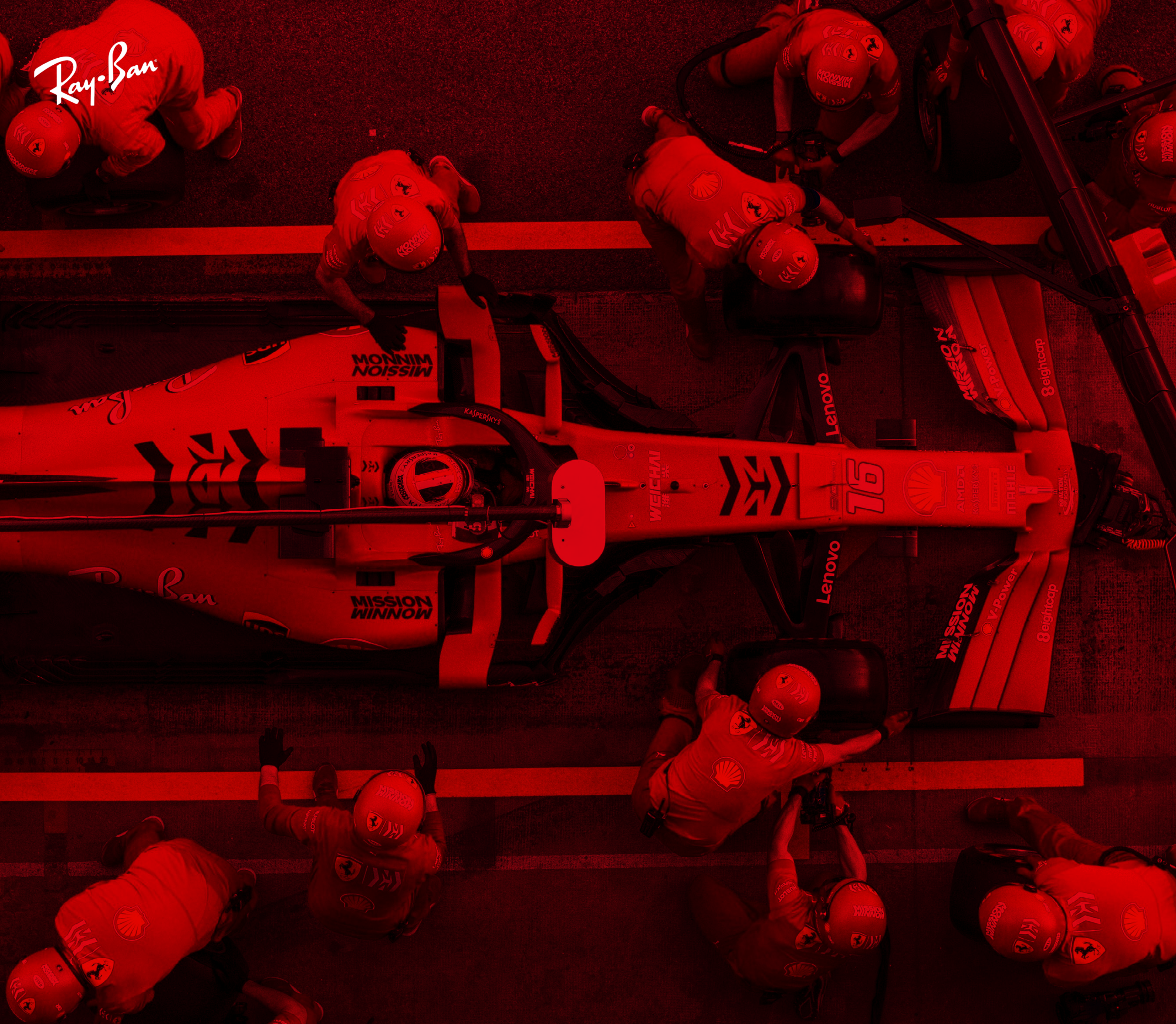


INTERACTIVE

DISCOVER THE COLLECTION

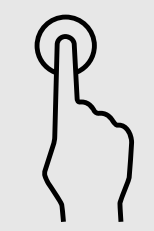
EXPLORE THE BRAND





NOVEMBER 2020/SPRING 2021

FERRARI COLLECTION



INTERACTIVE INDEX

DISCOVER THE COLLECTION

EXPLORE THE BRAND





F ALSO AVAILABLE
IN ASIAN FITTING

NOVEMBER 2020/SPRING 2021

FERRARI COLLECTION

FERRARI COLLECTION

RB8356M



RB4296M



RB4179M



color add

RX7192M



RX6473M



RX8907M



color add

NEW MODELS

	W	M	U	F
	0	0	3	0

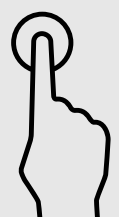
	W	M	U	F
	0	0	3	0

	W	M	U	F
TOT	0	0	6	0

NEW COLOR ADDITIONS

10 SKU

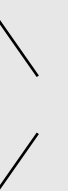
W	WOMAN
M	MEN
U	UNISEX
F	ASIAN FITTING



INTERACTIVE

DISCOVER THE COLLECTION

EXPLORE THE BRAND



Ray-Ban



GOOD TO HAVE

FERRARI COLLECTION

Our top-of-the range materials meet the Scuderia Ferrari spirit. From aeronautical grade carbon fiber to race-proof rubbers, Ray-Ban takes the driver's seat with a special collection dedicated to Ferrari fans.

RB8356M



RX8907M



RB4296M



RX7192M



RB4179M

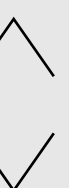


RX6473M



DISCOVER THE COLLECTION

EXPLORE THE BRAND





FERRARI CARBON FIBER

FERRARI COLLECTION

NEW MODEL → **RB8356M**

A revved-up push of tech and design. With its nylon frontal and carbon fiber temple, this frame doesn't need pitstops.

RB8356M



Nylon front



Available also with Chromance lenses



Carbon fiber temples and Ferrari logo

TECHNICAL INFO

GENDER	UNISEX
FRONT MATERIAL	NYLON FIBER
TEMPLE MATERIAL	CARBON FIBER
LENS MATERIAL	PLASTIC
LENS DEPTH (B)	45.5
LENS BASE	8 D

PRESCRIPTION	RX ABLE: YES ADVANCED
--------------	----------------------------------

HINGE	STANDARD
SIZE/BRIDGE/TEMPLE	61/18/135
FRAME SHAPE	SQUARE
FACE SHAPE	ROUNDED

AVAILABLE COLORS

F62180



F63271



F64673



F647H2



CHROMANCE LENSES

F6565J

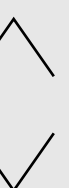


CHROMANCE LENSES

P POLAR LENS

DISCOVER THE COLLECTION

EXPLORE THE BRAND





FERRARI LITEFORCE

FERRARI COLLECTION

NEW MODEL → RB4296M

A rounded peek frame with a special thermoplastic derived from aerospace technology. This frame can take it as hard as it gives it, on and off the track.

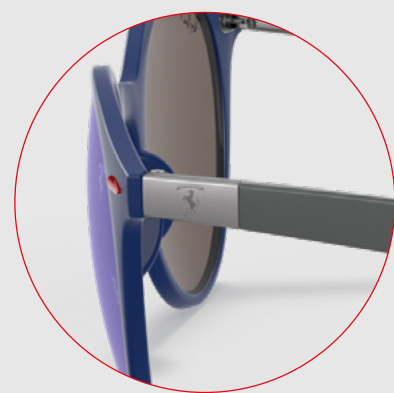
RB4296M



Rounded front in peek



Available also with Chromance lenses



Peek temples and Ferrari logo

TECHNICAL INFO

GENDER	UNISEX
FRONT MATERIAL	PEEK
TEMPLE MATERIAL	METAL
LENS MATERIAL	PLASTIC
LENS DEPTH (B)	46.9
LENS BASE	6

PRESCRIPTION	RX ABLE: YES ADVANCED
--------------	----------------------------------

HINGE	STANDARD
SIZE BRIDGE/TEMPLE	50/21/150
FRAME SHAPE	PANTHOS
FACE SHAPE	ANGULAR

AVAILABLE COLORS

F60271



F6525J



CHROMANCE LENSES

F60811



F654H0



CHROMANCE LENSES

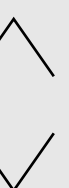
F6536G



P POLAR LENS

DISCOVER THE COLLECTION

EXPLORE THE BRAND





FERRARI LITEFORCE

FERRARI COLLECTION

NEW MODEL → RB4179M

Clean and light peek frame that always surpasses the finishing line. With rubberized temple tips this style wins, no matter the race.

RB4179M



Clean and light peek frame



Available also with Chromance lenses



Rubberized temple tips and Ferrari logo

TECHNICAL INFO

GENDER	UNISEX
FRONT MATERIAL	PEEK
TEMPLE MATERIAL	METAL
LENS MATERIAL	PLASTIC
LENS DEPTH (B)	41.7
LENS BASE	6 D

PRESCRIPTION	RX ABLE: YES ADVANCED
--------------	----------------------------------

HINGE	STANDARD
SIZE BRIDGE/TEMPLE	60/13/145
FRAME SHAPE	PANTHOS
FACE SHAPE	ANGULAR

AVAILABLE COLORS

F60271



F62887



F6046G



F655H2

P



CHROMANCE LENSES

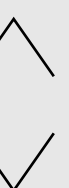
F60811



P POLAR LENS

DISCOVER THE COLLECTION

EXPLORE THE BRAND





FERRARI CARBON FIBER

FERRARI COLLECTION

NEW MODEL → RX8907M

A straightforward nylon front with ultra-tough carbon fiber temples. With its bold impact and Ferrari details, the real fan won't go unnoticed.

RX8907M



Straightforward nylon front



One size fits all design



Ultra-tough carbon fiber temples

TECHNICAL INFO

GENDER	UNISEX	HINGE	STANDARD
FRONT MATERIAL	NYLON FIBER	SIZE/BRIDGE/TEMPLE	53/17/145
TEMPLE MATERIAL	CARBON FIBER	FRAME SHAPE	ROUND
LENS DEPTH (B)	42.9	FACE SHAPE	ANGULAR
LENS BASE	4		

PRESCRIPTION

- : Nylon Fibre rim wire helps to hide lens thickness with high negative prescriptions
- : Depth of lens is suitable for progressive lenses, classic design
- : Square lens shape will fit any kind of lenses

OPTICIAN TIPS

- : Carbon fibre temple are able to be cold-adjusted.
- : Rubber insert helps frame grip

AVAILABLE COLORS

F632



F648



F646



F649

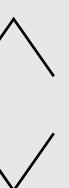


F647



DISCOVER THE COLLECTION

EXPLORE THE BRAND





FERRARI

FERRARI COLLECTION

NEW MODEL → RX7192M

Easy-to-wear shape with a slightly pronounced nylon browline makes this frame distinctively unisex while maintaining all the energy of the prancing horse.

RX7192M



Easy-to-wear shape with a slightly pronounced nylon browline



One size fits all design



Rubberized temple tips and Ferrari logo

TECHNICAL INFO

GENDER	UNISEX	HINGE	STANDARD
FRONT MATERIAL	NYLON FIBER	SIZE/BRIDGE/TEMPLE	53/18/145
TEMPLE MATERIAL	NYLON FIBER	FRAME SHAPE	RECTANGLE
LENS DEPTH (B)	40.3	FACE SHAPE	ROUNDED
LENS BASE	4		

PRESCRIPTION

- : Nylon Fibre rim wire helps to hide lens thickness with high negative prescriptions
- : Depth of lens is suitable for progressive lenses, classic design
- : Soft Rectangle (Pillow) lens shape will fit any kind of lenses

OPTICIAN TIPS

- : Nylon Fibre Temple adjustment process: Heat for 20-30 seconds at the maximum temperature. Adjusted as needed. Hold in place until cooled.
- : It is recommended to cover metal embellishment with cloth before heating for adjusting the temples.
- : Nylon fibre frame front requires cold insert of ophthalmic lenses

AVAILABLE COLORS

F601



F650



F621



F651



F646



DISCOVER THE COLLECTION

EXPLORE THE BRAND





FERRARI

FERRARI COLLECTION

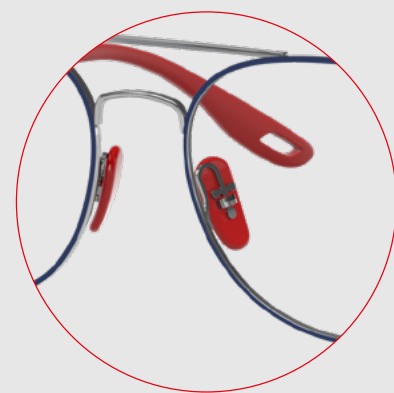
NEW MODEL → RX6473M

This powerful double bridge pilot silhouette in metal looks right beyond the sun. Its metal temples are coated with thermoplastic to allow for maximum resistance and comfort.

RX6473M



Double bridge pilot silhouette in metal



Nosepads color matches the temples



Metal temples covered by a special thermoplastic

TECHNICAL INFO

GENDER	UNISEX	HINGE	STANDARD
FRONT MATERIAL	METAL	SIZE/BRIDGE/TEMPLE	55/18/140
TEMPLE MATERIAL	METAL	FRAME SHAPE	PATHOS
LENS DEPTH (B)	46.8	FACE SHAPE	ANGULAR
LENS BASE	4		

PRESCRIPTION : Depth of lens is suitable for progressive lenses, classic design
: Panthos lens shape will fit any kind of lenses, also high positive lenses

OPTICIAN TIPS : Comfortable rubber earpieces are easy to cold adjust and help frame grip
: Metal pad arms are easily adjusted

AVAILABLE COLORS

F002



F066



F037



F067

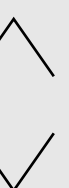


F065



DISCOVER THE COLLECTION

EXPLORE THE BRAND





FERRARI COLLECTION

F ALSO AVAILABLE
IN ASIAN FITTING

NOVEMBER 2020/SPRING 2021

COLLECTION HIGHLIGHTS

NEW MODELS

	W	M	U	F
	0	0	3	0
	W	M	U	F
	0	0	3	0
TOT	W	M	U	F
	0	0	6	0

NEW COLOR ADDITIONS

10 SKU

W	WOMAN
M	MEN
U	UNISEX
F	ASIAN FITTING

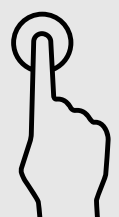
FERRARI COLLECTION

		color add
RB8356M	RB4296M	RB4179M
		
		color add
RX7192M	RX6473M	RX8907M
		

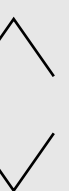
- :: Top-of-the range materials
- :: Chromance lenses on sun models
- :: Ferrari logo and details

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INTERACTIVE



Ray-Ban



NOVEMBER 2020/SPRING 2021

EXPLORE THE BRAND

BRAND NEWS

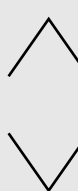
NOVEMBER 2020 ADVERTISING CAMPAIGN



INTERACTIVE INDEX

DISCOVER THE COLLECTION

EXPLORE THE BRAND





BRAND NEWS

NEW COMMUNICATIONS PLATFORM

In 2020, Ray-Ban has introduced its new Communication Platform Strategy that will guide the brand for the next years: a 360 degrees approach across all online and offline consumer touchpoints that reinforces the new umbrella message:

YOU'RE ON

CELEBRATING SPONTANEOUS MOMENTS OF AUTHENTIC BEHAVIOR

With the new "You're On" message, Ray-Ban is addressing the current cultural context: people are conditioned to overthink their lives rather than living the moment and appreciating who they are. It tells the encouraging story that with Ray-Ban on, everyone can have the confidence to live in the moment as their truest self.

DISCOVER THE COLLECTION

EXPLORE THE BRAND



Ray-Ban

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NOVEMBER 2020

ADVERTISING CAMPAIGN

DISCOVER THE COLLECTION

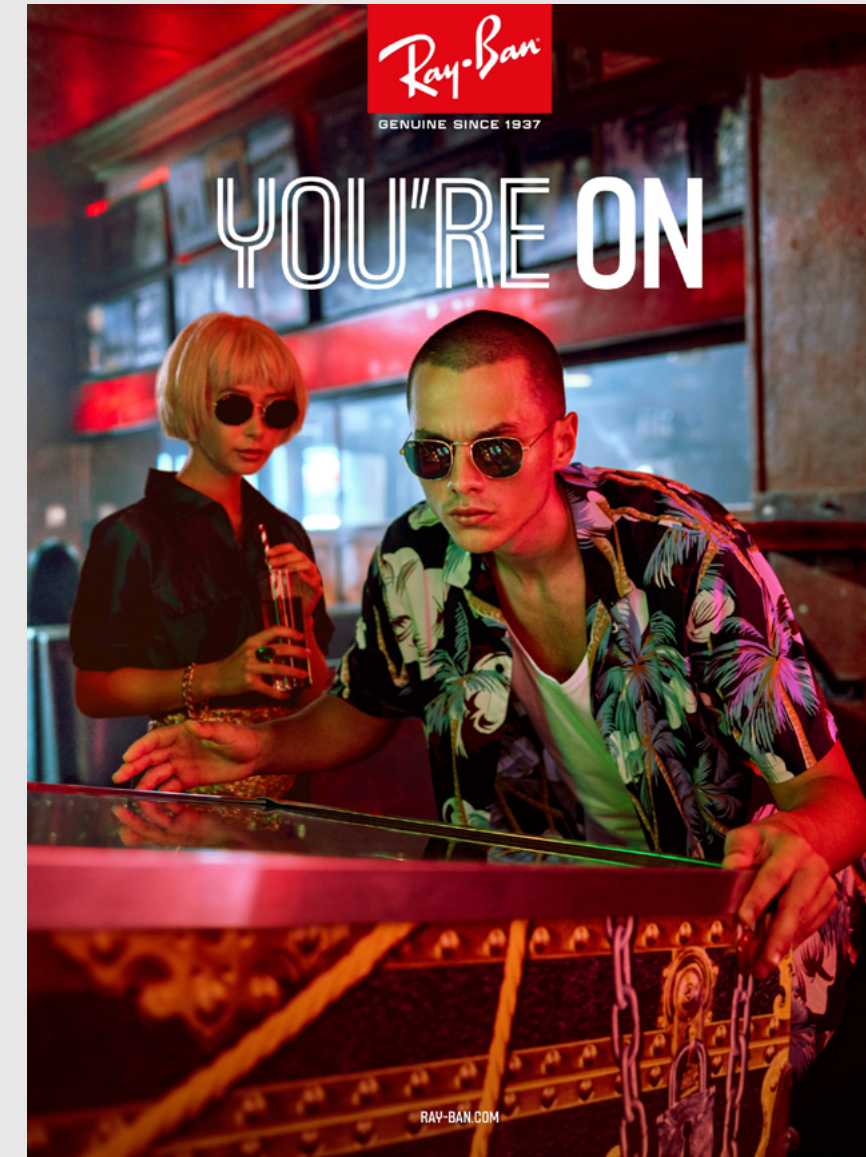
EXPLORE THE BRAND





NOVEMBER 2020

ADVERTISING CAMPAIGN



MODEL **RB3857**
COLOR **919631**
NAME **FRANK**



MODEL **RB1972**
COLOR **919631**
NAME **OCTAGON**



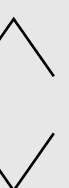
MODEL **RB3857**
COLOR **9196R5**
NAME **FRANK**



MODEL **RB2140**
COLOR **901**
NAME **WAYFARER**

DISCOVER THE COLLECTION

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Ray-Ban

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