




NEVER HIDE



2015 OPTICAL UPDATE 2
& SUNGLASSES UPDATE 1

Ray-Ban®

GENUINE SINCE 1937

01 PLASTIC OPTICAL	13 METAL OPTICAL	19 TECH OPTICAL
		
23 ICONS FAMILY		
		
35 SUNGLASSES	51 JUNIOR SUNGLASSES	
		
55 TECHNOLOGY		
		
61 PACKAGING		
		
69 INDEX		
		



PLASTIC

OPTICAL UPDATE



Ray-Ban®





NEW **RB 2447V**

ROUND ICON

2000



2000
shiny black



5493
green havana









5491
black havana



5494
brown havana



5492
blue havana

	47 49
	21 21
	140 145
	RAM4770AC
	1VT0750A00
	1AT1193A00

RB 5184

NEW WAYFARER



2000

	50 52 54
	18 18 18
	145 145 145
	RAP4572AA
	1VT0037A00
	1AT0056A00



2000
shiny black



2012
dark havana



2479
top black on texture red



5014
top black on texture white



5405 50mm
top mat 52mm
black on tex
camouflage



5406 50mm
top matte 52mm
red on text camouflage



5407 50mm
top mat 52mm
blue on tex camouflage



5408 50mm
top mat 52mm
violet on tex
camouflage



5409 50mm
top mat 52mm
havana su tex
camouflage



5515 50mm
gradient 52mm
grey on black



5516 50mm
gradient 52mm
grey on blue



5517 50mm
gradient 52mm
grey on bordeaux



NEW

NEW

NEW



RB 7021

MATTHEW

5364



5364
rubber black



5369
rubber beige



5497
iridescent red

NEW



5365
rubber havana



5370
rubber ice



5498
iridescent violet

NEW









5366
rubber green



5496
iridescent azure

NEW

	52 55
	14 14
	140 140
	RAM5991AA
	1VT0100A00
	1AT0321A00



NEW

RB 7045

CHRIS OPTICAL

5485



5364
rubber black



5485
red iridescent









5365
rubber havana



5486
violet iridescent



5484
azure iridescent

	53 55
	18 18
	140 145
	RAJ7923AA
	1VT0184A00
	1AT1193A00




HIGHSTREET


RB 2180V NEW



2013

 47
49

 21
21

 145
145

 RAP7816AA

 1VT0209A00

 1AT1193A00



2000
shiny black



5495
trasparent green



2012
dark havana



2013
trasparent blue



RB 5206

Flex

2034



2034
top black on transparent



5373
top brown on transparent yellow



2445
havana/green



5515
gradient grey on black

NEW



2479
top black on texture red



5516
gradient grey on blue

NEW



5014
top black on texture white



5517
gradient grey on bordeaux






NEW



5131
top blue on variegated beige



5372
top red on transparent beige

	52 54
	18 18
	140 145
	RAP4998AA
	1VT0565A00
	1AT0321A00



ACTIVE LIFESTYLE

RB 7047

NEW



5196

54
56

17
17

140
145

RAJ7922AA

1VT0100A00

1AT1193A00



5196
matte black



5482
matte trasparente grey



5450
matte trasparente blue



5483
matte trasparente green



5451
matte trasparente brown



RB 7022

SHIRLEY

5364



5364
rubber black



5367
rubber violet



5497
iridescent red

NEW



5365
rubber havana



5368
rubber lilac



5498
iridescent violet

NEW









5366
rubber green



5496
iridescent azure

NEW

	52 54
	14 14
	140 140
	RAM5991AA
	1VT0100A00
	1AT0321A00



NEW

RB 7046

ERIKA OPTICAL

5486



5364
rubber black



5485
red iridescent









5365
rubber havana



5486
violet iridescent



5484
azure iridescent

	51 53
	18 18
	140 145
	RAJ7923AA
	1VT0041A00
	1AT1193A00



RB 5150



Flex

	48 50
	19 19
	135 135
	RAP1654AB
	1VT0553A00
	1AT0321A00

2034



2034
top black on transparent



5239
top dark havana on opal peach



5488
gradient brown on blue

NEW



5023
top havana on transparent azure



5240
top havana on opal violet



5489
grad antique pink on pink

NEW



5238
top havana on opal blue



5487
gradient brown on orange

NEW









5490
gradient brown on azure

NEW



RB 5255

Flex

	51 53
	16 16
	135 135
	RAP5863AA
	1VT0291A00
	1AT0321A00

2034



2034
top black on
transparent



5487
gradient brown on
orange

NEW



5075
top havana on
transparent beige



5488
gradient brown on
blue

NEW



5191
top red on yellow



5489
grad antique pink on
pink

NEW



5230
shiny trasparente violet



5490
gradient brown on
azure

NEW



5235
shiny trasparente blue



5374
shiny trasparente red



RB 5322

NEW



Flex

51
53

18
18

140
140

RAP5465AB

1VT0291A00

1AT1193A00

2034



2034
top black on
transparent



5489
grad antique pink on
pink



5487
gradient brown on
orange



5490
gradient brown on
azure



5488
gradient brown on
blue

METAL

OPTICAL UPDATE



Ray-Ban®





NEW **RB 3447V**

ROUND METAL CLASSIC

2503



2503
matte black










2730
matte gold



2538
matte silver



2620
matte gunmetal

	47 50
	21 21
	140 145
	RAM4770AC
	1VT0750A00
	1VT0750A00
	1AT0321A00

METAL OPTICAL UPDATE



ACTIVE LIFESTYLE

RB 6331

NEW



	52 54
	19 19
	140 145
	RAJ7761AA
	1VT1050A00
	1AT0321A00

2620



2503
matte black



2849
matte silver



2620
matte gunmetal



2850
matte gunmetal



2822
matte black

RB 6332

NEW



	53 55
	18 18
	140 145
	RAJ7761AA
	1VT1050A00
	1VT0133A00
	1AT0321A00

2503



2503
matte black



2822
matte black



2538
matte silver



2850
matte gunmetal



2620
matte gunmetal

TECH

OPTICAL UPDATE



Ray-Ban®





RB 8413

CARBON FIBRE

2503



2503
matte black



2783
top havana on
gunmetal



2852
matte gunmetal

NEW



2538
palladium



2690
matte light brown

NEW









2620
matte gunmetal



2851
matte gunmetal

NEW

	52 54
	18 18
	145 145
	RAM6195AA
	1VT0931A00
	1AT1039A00



NEW

RB 8414

CARBON FIBRE

2502



2502
gunmetal










2847
gunmetal



2509
shiny black










2531
light brown gloss

	53 55
	18 18
	145 145
	RAM6195AC
	1VT0922A00
	1VT0839A00
	1AT1039A00

RB 8415 **NEW**

CARBON FIBRE

	53 55
	17 17
	145 145
	RAM5628AA
	1VT1050A00
	1VT0577A00
	1AT1039A00



2503



2503
matte black



2848
matte black









2538
matte gunmetal



2620
matte gunmetal

RB 8902 **NEW**

CARBON FIBRE

	52 54
	17 17
	145 145
	RAM6622AA
	1VT0922A00
	1AT1039A00



2000



2000
shiny black



5480
matte blue



5196
matte black



5481
matte grey



5479
matte havana



RB 7038
LightRay

2077



2077
matte black/grey



5456
dark matte red/
gunmetal



5451
matte dark blue/
gunmetal



5457
light matte brown/
brown








5452
matte trasparent/
silver



5200
matte havana/
gunmetal

NEW

	53 55
	16 16
	135 135
	RAM6373AA
	1AT1193A00



RB 7039
LightRay

5456



2077
matte black/grey



5452
matte trasparent/
silver



5450
dark matte brown/
brown



5456
matte dark red/
gunmetal








5451
dark matte blue/
gunmetal



5200
matte havana/
gunmetal

NEW

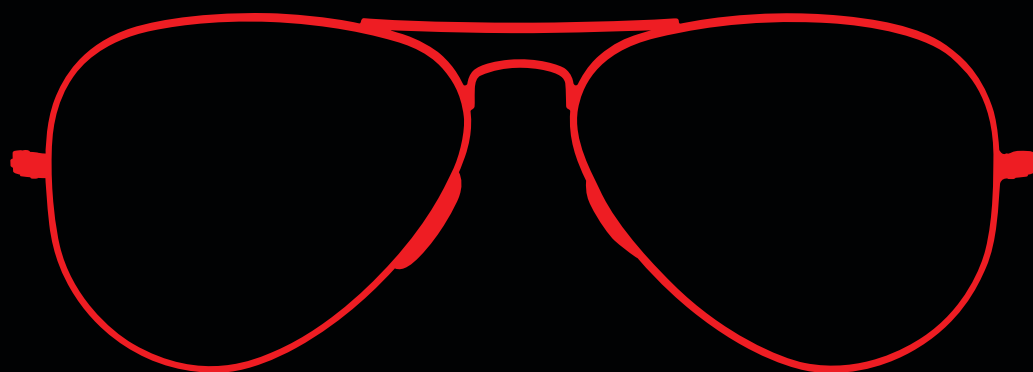
	51 53
	18 18
	140 140
	RAM6373AA
	1AT1193A00

TECH OPTICAL UPDATE

THE ICONS

AVIATOR WAYFARER NEW WAYFARER CLUBMASTER

THE ICONS AVIATOR



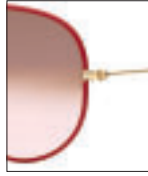
Ray-Ban®



001



001
arista
ICONIC
B-15XLT



001/X3
arista
GRADIENT
pink gradient brown
photo



001/3M
arista
ICONIC
green gradient green



002
black
ICONIC
G-15XLT






001/4M
arista
GRADIENT
blue gradient blue



146/32
shiny gold
GRADIENT
grey gradient

RB 3025JM
AVIATOR™ FULL COLOR

Lens Base 6	
	55 58
	135 135
	1AT0240R00



168/4E



168/4E
gold
ICONIC
green

NEW



171
gold
ICONIC
G-15XLT

NEW



169
gold
ICONIC
B-15XLT

NEW



172
gold
ICONIC
G-15XLT




NEW



170/R5
gold
ICONIC
grey

NEW

RB 3025JM
AVIATOR™ CAMOUFLAGE

Lens Base 6	
	55 58
	135 135
	1AT0240R00

THE ICONS

AVIATOR **WAYFARER NEW WAYFARER** CLUBMASTER

THE ICONS **WAYFARER**



Ray-Ban®





901


RB 2132

NEW WAYFARER® CLASSIC

Lens Base 6

	52 55
---	----------

	145 145
---	------------

	1AT0240R00 1AT0332A00
---	--------------------------



710
light havana
ICONIC
B-15XLT



901 52mm
901L 55mm
black
ICONIC
G-15XLT



710/51
light havana
GRADIENT
brown gradient



902 52mm
902L 55mm
tortoise
ICONIC
G-15XLT



901/58
black
ICONIC 
natural green





601S/78


RB 2132

NEW WAYFARER® MATTE

Lens Base 6

	52 55
---	----------

	145 145
---	------------

	1AT0240R00 1AT0332A00
---	--------------------------



601S/78
matte black
GRADIENT 
polar blue grad. grey



622
black rubber
ICONIC
G-15XLT



894/76
matte havana
GRADIENT 
blue gradient green
polar



WAYFARER

RB 2132

NEW WAYFARER® COLOR MIX Lens Base 6

52
55

145
145

1AT0240R00
1AT0332A00



789/3F



789/3F
top blue-orange
GRADIENT
gradient light blue



6143/71
top brushed gunmetal
on trasparente
GRADIENT
grey gradient azure



6182
matte black
ICONIC
G-15XLT

NEW



874/51
top brown on blue
GRADIENT
brown gradient



6144/40
top brushed silver on
trasparente
SPECIAL
green mirror silver



6183/71
matte black
GRADIENT
grey gradient azure

NEW



875
top black on beige
ICONIC
G-15XLT



6145/85
top brushed brown on
trasparente
GRADIENT
brown gradient



6184/4E
matte black
ICONIC
green

NEW



6052
top black on
trasparente
ICONIC
G-15XLT



6179
matte havana
ICONIC
B-15XLT

NEW



6053/71
top matte blue on
trasparente
GRADIENT
grey gradient azure



6180/R5
matte havana
ICONIC
grey

NEW



6054/85
top matte bordeaux
on trasparente
GRADIENT
brown gradient



6181/85
matte havana
GRADIENT
brown gradient

NEW

LENS CHARACTERISTICS

**ICONIC
GRADIENT
SPECIAL
LEGENDS**

P POLARIZED 1,8 mm
L.A. LIGHT ADAPTIVE



954



901
black
ICONIC
G-15XLT



902
tortoise
ICONIC
G-15XLT



954 50mm
light tortoise
ICONIC
B-15XLT



901/32 47mm 50mm
black
GRADIENT
grey gradient




902/51 50mm
tortoise
GRADIENT
brown gradient



901/58 50mm 54mm
black
ICONIC 
natural green





902/57 50mm
tortoise
ICONIC 
natural brown

RB 2140

ORIGINAL WAYFARER® CLASSIC

Lens Base 6

	47 50 54
---	----------------


	145 150 150
---	-------------------

	1AT0240R00 1AT0332A00
---	--------------------------




901S/05



901S/3R 50mm
matte black
LEGENDS 
polar blue



901S/05 50mm
matte black
LEGENDS 
polar green





901S/P2 50mm
matte black
LEGENDS 
polar grey

RB 2140

ORIGINAL WAYFARER® POLAR SPECIAL SERIES

Lens Base 6

	47 50 54
---	----------------

	145 150 150
---	-------------------

	1AT0240R00 1AT0332A00
---	--------------------------



WAYFARER

RB 2140

ORIGINAL WAYFARER® COLOR MIX

Lens Base 6



47
50
54



145
150
150



1AT0240R00
1AT0332A00



1174/4T



1173/93 50mm
black 54mm
SPECIAL
light brown mirror gold

NEW



1176/17 50mm
striped 54mm
havana
SPECIAL
grey mirror blue

NEW



1174/4T 50mm
black 54mm
SPECIAL
green mirror fuxia

NEW



1177/2K 50mm
striped 54mm
havana
SPECIAL
brown mirror dark red

NEW



1175/19 50mm
black 54mm
SPECIAL
grey mirror green

NEW



1178/30 50mm
striped 54mm
havana
SPECIAL
light green mirror silver

NEW

RB 2140

ORIGINAL WAYFARER® WAYFARER FLECK

Lens Base 6



47
50
54



145
150
150



1AT0240R00
1AT0332A00



1157



1157 50mm
spotted black havana
ICONIC
G-15XLT



1160 50mm
spotted brown havana
ICONIC
B-15XLT



1158/R5 50mm
spotted blue havana
ICONIC
grey



1161 50mm
spotted red havana
ICONIC
B-15XLT



1159/4E 50mm
spotted green havana
ICONIC
green

LENS CHARACTERISTICS

ICONIC
GRADIENT
SPECIAL
LEGENDS



POLARIZED 1,8 mm



LIGHT ADAPTIVE



1164/4M



1162 50mm
jeans black
ICONIC
G-15XLT



1165/3C 50mm
jeans orange
GRADIENT
orange gradient brown



1163/71 50mm
jeans
GRADIENT
grey gradient azure



1166/3M 50mm
jeans green
GRADIENT
green gradient green



1164/4M 50mm
jeans azure
GRADIENT
blue gradient grey




1167/S5 50mm
jeans violet
GRADIENT
clear gradient violet

RB 2140

ORIGINAL WAYFARER® DENIM WAYFARER

Lens Base 6

 47
50
54

 145
150
150

 1AT0240R00
1AT0332A00



6110/19



6109/Z2 50mm
metallic green
SPECIAL
light brown mirror pink



6112/17 50mm
metallic violet
SPECIAL
grey mirror blue



6110/19 50mm
metallic pink
SPECIAL
grey mirror green



6113/30 50mm
mettallic azure
SPECIAL
green mirror silver




6111/69 50mm
metallic oil
SPECIAL
brown mirror orange

RB 2140

ORIGINAL WAYFARER® SUMMER COLLECTION

Lens Base 6

 47
50
54

 145
150
150

 1AT0240R00
1AT0332A00



WAYFARER

RB 2140

ORIGINAL WAYFARER® URBAN CAMOUFLAGE

Lens Base 6



47
50
54



145
150
150



1AT0240R00
1AT0332A00



606140



6061/40 50mm
matte blue
SPECIAL
grey silver mirror



6064/71 50mm
matte violet
GRADIENT
grey gradient azure



6062/85 50mm
matte military green
GRADIENT
brown gradient



6065 50mm
matte black
ICONIC
G-15XLT



6063 50mm
matte beige
ICONIC
B-15XLT



6066/58 50mm
matte black
ICONIC
natural green



LENS CHARACTERISTICS

**ICONIC
GRADIENT
SPECIAL
LEGENDS**



POLARIZED 1,8 mm



LIGHT ADAPTIVE

SUNGLASSES

UPDATE



Ray-Ban®



NEW

RB 2447

ROUND ICON

1157



901
black
ICONIC
G-15XLT



1159/4E
spotted green havana
ICONIC
green



1157
spotted black havana
ICONIC
G-15XLT



1160
spotted brown havana
ICONIC
B-15XLT



1158/R5
spotted blue havana
ICONIC
grey

Lens Base 6



49



145



1AT0240R00



001



001
arista
ICONIC
G-15XLT



029
matte gunmetal
ICONIC
G-15XLT

RB 3447

**ROUND METAL
CLASSIC**

Lens Base 6



47

50



140

145





1AT0239R00


RB 3447

ROUND METAL FLASH LENSES

Lens Base 6

 47
50

 140
145

 1AT0239R00



019/30



019/30 50mm
matte silver
SPECIAL
light green mirror
silver



167/1M 50mm
brushed bronze demi
shiny
SPECIAL
mirror violet
NEW




029/93 50mm
matte gunmetal
SPECIAL
brown mirror gold



167/2K 50mm
demigloss brushed
bronze
SPECIAL
red mirror
NEW




112/4D 50mm
matte gold
SPECIAL 
brown mirror red polar



167/4K 50mm
demigloss brushed
bronze
SPECIAL
lillac mirror
NEW



112/4L 50mm
matte gold
SPECIAL 
blue mirror polar



167/68 50mm
demigloss brushed
bronze
SPECIAL
blue mirror
NEW





112/P9 50mm
matte gold
SPECIAL 
green mirror polar



112/Z2 50mm
matte gold
SPECIAL
brown mirror pink

LENS CHARACTERISTICS

ICONIC
GRADIENT
SPECIAL
LEGENDS

 POLARIZED 1,8 mm
 LIGHT ADAPTIVE



NEW RB 3447JM

**ROUND METAL
ROUND CAMOUFLAGE**

Lens Base 6

 50

 145

 1AT0239R00

168/4E



168/4E
camouflage brown/
green
ICONIC
green



171
camouflage grey/
white
ICONIC
G-15XLT



169
camouflage green/
beige
ICONIC
B-15XLT



172
camouflage violet/blue
ICONIC
G-15XLT



170/R5
camouflage brown/
blue
ICONIC
grey



YOUNGSTER

RB 3471



001/13

Lens Base 6

	130
	1AT0444A00



001/13
 arista/turtle dove
 rubber
 brown gradient



029/13
 matte gunmetal/
 brown rubber
 brown gradient



029/6Q
 matte gunmetal
 brown mirror orange

NEW



004/71
 gunmetal/black
 rubber
 green



029/3R
 matte gunmetal/
 rubber beige
 green mirror green

NEW



019/5A
 matte silver/rubber
 coral
 brown mirror gold

NEW



029/55
 matte gunmetal/
 rubber blue
 blue mirror

NEW

LENS CHARACTERISTICS

**ICONIC
 GRADIENT
 SPECIAL
 LEGENDS**

POLARIZED 1,8 mm
 LIGHT ADAPTIVE





601/8G

RB 4165

JUSTIN

Lens Base 6D

 51
55

 145
145

 1AT0240R00



601/8G
rubber black
poly. grey gradient



6089/4V
rubber fuchsia
poly. grey mirror violet



710/13
rubber light havana
poly. brown gradient



6090/3R
turquoise rubber
poly. light green mirror
green



852/88
rubber grey/grey
transparent
grey silver mirror
gradient



622/55
black rubber
poly. blue mirror

NEW



854/7Z
rubber brown on grey
green gradient



622/5A
rubber black
light brown mirror gold

NEW



6028/55
rubber azure
poly. blue mirror



622/6G
rubber black
poly. grey mirror silver

NEW



6088/55
rubber blue
poly. blue mirror



622/6Q
rubber black
poly. red multilayer

NEW



YOUNGSTER

RB 4201

ALEX

Lens Base 6D



59



145



1AT0240R00



6002/8G



622/8G
rubber black
poly. grey gradient



622/3R
rubber black
poly. light green mirror
green

NEW



865/13
rubber havana
poly. brown gradient



622/55
black rubber
poly. green mirror blue

NEW



898/11
rubber trasparente red
poly. grey gradient



622/5A
rubber black
light brown mirror gold

NEW



6002/8G
rubber blue
poly. grey gradient



6074/7Z
rubber military green
green gradient



622/6G
rubber black
poly. grey mirror silver

NEW

LENS CHARACTERISTICS

ICONIC
GRADIENT
SPECIAL
LEGENDS

POLARIZED 1,8 mm
 LIGHT ADAPTIVE



RB 4202

ANDY

6069/71

Lens Base 6D



6069/71
matte black
poly.green



6072/3R
matte turquoise
poly.light green mirror
green



6154/3R
shiny beige on matte
top
poly.light green mirror
green

NEW



55



145



1AT0240R00



6070/55
matte blue
poly.blue mirror



6073/13
matte brown
poly.brown gradient



6155/5A
shiny coral on matte
top
light brown mirror gold

NEW



6071/4V
matte violet
poly.grey mirror violet



6153/55
shiny blue on matte
top
poly.blue mirror

NEW



NEW

RB 4221

6167/6Q

Lens Base 6



622/8G
nero gommato
poly. grey gradient



6168/4V
shot violet rubber
poly. grey mirror violet



50



145



1AT0240R00



865/13
dark rubber havana
poly. gradient brown



6169/3R
shot green rubber
poly. light green mirror
green



6167/6Q
shot red rubber
poly. brown mirror
orange



6170/55
shot blue rubber
poly. light green mirror
blue



YOUNGSTER

RB 4222

NEW



6167/6Q

Lens Base 6



50



145



1AT0240R00



622/8G
black rubber
poly. grey gradient



6168/4V
shot violet rubber
poly. grey mirror violet



865/13
dark rubber havana
poly. brown gradient



6169/3R
shot green rubber
poly. light green mirror green



6167/6Q
shot red rubber
poly. red multilayer



6170/55
shot blue rubber
poly. blue mirror

LENS CHARACTERISTICS

ICONIC
GRADIENT
SPECIAL
LEGENDS



POLARIZED 1,8 mm



LIGHT ADAPTIVE



NEW **RB 2180**

6164/8G



601/71
black
ICONIC
poly. green



6165/87
blue
ICONIC
poly. grey



710/73
dark havana
ICONIC
poly. brown



6166/13
turtledove
GRADIENT
poly. brown gradient



6164/8G
green
GRADIENT
poly. grey gradient

Lens Base 6

 49

 145

 1AT0240R00



601



601
black
ICONIC
G-15XLT



6133/11
top oil on transparent red
GRADIENT
poly. grey gradient
NEW



710
light havana
ICONIC
G-15XLT



6134/13
top mat violet on transparent sand
GRADIENT
poly. brown gradient
NEW



860/51
brown gradient lilac
GRADIENT
brown gradient



6172/8G
top mat beige on transparent
GRADIENT
poly. grey gradient
NEW


RB 4101

JACKIE OHH

Lens Base 6

 58

 135

 1AT0240R00

SUNGLASSES UPDATE

RB 4147

Lens Base 6

	56 60
	145 145
	1AT0240R00



601/32



601/32
black
GRADIENT
grey gradient



6132/86
top mat blue on grey
trasparent
GRADIENT
poly. grey gradient dark grey
NEW



601/58
black
ICONIC
natural green



6137/13
top mat green on
trasparent brown
GRADIENT
poly. gradient brown
NEW



710/51
light havana
GRADIENT
brown gradient



6171/87
top mat black on red
trasparent
GRADIENT
poly. dark grey
NEW



6039/71
top black on
trasparent
GRADIENT
grey gradient azure



6094/3M
top black on green
GRADIENT
green gradient green



6093/4M
top black on opal blue
GRADIENT
blue gradient grey



6095/85
top black on brown
GRADIENT
brown gradient

LENS CHARACTERISTICS

**ICONIC
GRADIENT
SPECIAL
LEGENDS**

POLARIZED 1,8 mm
 LIGHT ADAPTIVE



NEW **RB 3526**


006/71

Lens Base 8D



006/71
matte black
poly. grey green



029/9A
matte gunmetal
 poly. polar green



63



135



1AT0243R00



019/8G
matte silver
poly. grey gradient



112/13
matte gold
poly. brown gradient



029/71
matte gunmetal
poly. grey green



112/83
matte gold
 poly. polar brown



NEW **RB 3527**

006/71

Lens Base 8D



006/71
matte black
poly. grey green



029/6G
matte gunmetal
poly. grey mirror silver



61



135



1AT0243R00



012/73
matte dark brown
poly. brown



029/71
matte gunmetal
poly. grey green



012/83
matte dark brown
 poly. polar brown



029/9A
matte gunmetal
 poly. polar dark green

RB 4210

WAYFARER®
LightRay 2.0
Lens Base 6

50

140

1AT1058A00



601S/71



601S/71
matte black
poly. green



646/6Q
matte trasparente
poly. red multilayer



894/13
matte havana
poly. brown gradient

NEW



646/3R
matte trasparente
poly. polar blue



895/8G
matte dark blue
poly. grey gradient



646/55
matte trasparente
poly. blue mirror



6122/13
matte dark brown
poly. brown gradient

RB 4211

AVIATOR™
LightRay 2.0
Lens Base 6

56

135

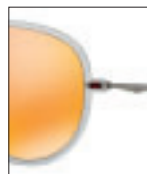
1AT1058A00



646/3R



601S/71
matte black
poly. green



646/6Q
matte trasparente
poly. red multilayer



894/13
matte havana
poly. brown gradient

NEW



646/3R
matte trasparente
poly. polar blue



895/8G
matte dark blue
poly. gradient grey



646/55
matte trasparente
poly. blue mirror



6122/13
matte dark brown
poly. brown gradient

LENS CHARACTERISTICS

ICONIC
GRADIENT
SPECIAL
LEGENDS

POLARIZED 1,8 mm
 LIGHT ADAPTIVE



RB 8301

CARBON FIBRE

002



002
black
G-15XLT

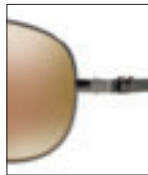


004/K6
shiny gunmetal
 **blue mirror silver polar**

NEW



004/51
gunmetal
brown gradient



004/N3
shiny gunmetal
 **brown mirror gold polar**

NEW



004/N8
gunmetal
 **polar grey mirror**



019/N8
matte silver
 **polar grey mirror**




029/98
matte gunmetal
 **neophan grey/blue polar**





002/K7
shiny black
 **grey mirror black polar**

NEW

Lens Base 6

	56
	59

	140
	140

	1AT0216A00
---	------------

RB 8313

CARBON FIBRE

Lens Base 6

58
61

140
140

1AT0402A00



001/51



001/51
arista
brown gradient



004
gunmetal
G-15XLT



004/N3
shiny gunmetal
POLARIZED P 3Plus
brown mirror gold
polar
NEW



002/K7
shiny black
POLARIZED P 3Plus
grey mirror black polar

NEW



004/N5
gunmetal
POLARIZED P 3Plus
polar green



014/N6
brown
POLARIZED P 3Plus
polar brown



003/40
silver
grey mirror



004/K6
shiny gunmetal
POLARIZED P 3Plus
blue mirror silver polar

NEW

LENS CHARACTERISTICS

ICONIC
GRADIENT
SPECIAL
LEGENDS

POLARIZED 1,8 mm
 LIGHT ADAPTIVE

JUNIOR

SUNGLASSES UPDATE



Ray-Ban®



RB 9052S



100/71



100/71
black
green



178/80
top blue on orange
blue



100S/3R
matte black
light green mirror
green



179/84
top violet on pink
pink



100S/55
matte black
blue mirror



100/2
matte black
green

NEW



100S/6Q
matte black
red multilayer



152/3
matte black
brown

NEW



152/73
havana
brown



177/87
top red fuxia on grey
grey

Lens Base 6



47



125

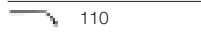


1AT395

RB 9056S



Lens Base 8D



187/71



187/71
black
green



195/87
matte black
grey



188/80
blue
blue



187/2
black
green

NEW



189/71
red
green



7012/3
matte black
brown

NEW

LENS CHARACTERISTICS

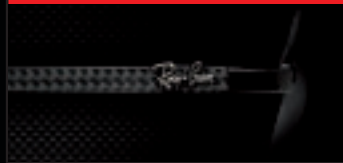
**ICONIC
GRADIENT
SPECIAL
LEGENDS**

P POLARIZED 1,8 mm
L.A. LIGHT ADAPTIVE

TECHNOLOGY

56

TECHNOLOGY



Ray-Ban®

Ray-Ban[®]

TECH

Ray-Ban[®]
TECH
TITANIUM

Ray-Ban[®]
TECH
CARBON FIBRE COLLECTION

Ray-Ban[®]
TECH
LightRay Collection



Ray-Ban[®]
TECH
TITANIUM

RAY-BAN TITANIUM

ULTRA-LIGHT • HIGHLY RESISTANT • HYPOALLERGENIC

COMFORT IN MORE THAN JUST DESIGN

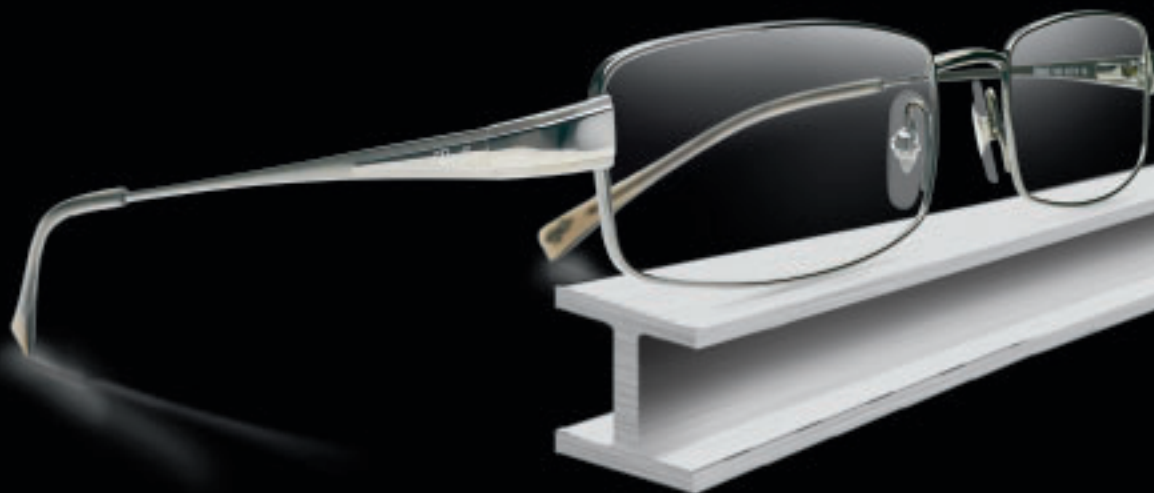
Ray-Ban spent the last decade studying and testing the application of Titanium, assuring a safe material is a major part of their comfort. Titanium frames are hypoallergenic, nickel-free and corrosion-resistant, making them ideal for sea-hardened sailors and sensitive skinned accountants alike. So your face and frames will never be surprised with a bad reaction.

KEEP ON KEEPING THEM ON

Ray-Ban Titanium is designed strong but kept light so you can leave them on as long as you like. Along with their clean, minimalist design, Titanium frames are most importantly crafted for long comfort. So you can put them on and soon after forget that you ever did.

THE LIGHTER SIDE OF STRENGTH

Using Titanium makes the frames stronger while keeping them lighter. In fact, they're 50% lighter than metal or steel frames. They are also just as strong as they are light, designed for long durability to withstand years of opening, closing and unsuspected dropping and squashing. Both when used in its pure state or combined with β titanium, their strong materials, high mechanic resistance and superior elasticity equip them to survive it all.





Ray-Ban
TECH

CARBON FIBRE COLLECTION

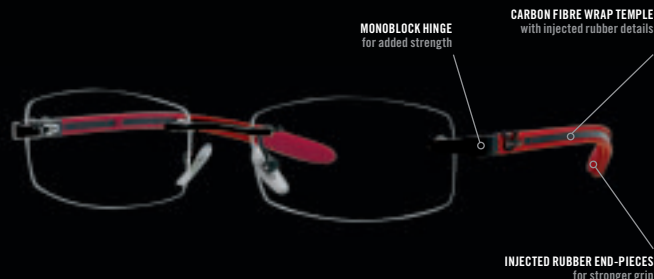
RAY-BAN TECH CARBON FIBRE COLLECTION

ENDLESS INNOVATION

More than seventy years after introducing the first pair of Anti-Glare sunglasses to the world's top pilots, Ray-Ban introduces the Ray-Ban Tech product line of sunglasses and frames. 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. To lead off the Tech Collection, Ray-Ban introduces the Carbon Fibre Line and the new CL • Carbon Lite product, tech's flagship frames and the most advanced Ray-Ban glasses to date.

WHAT IS CARBON FIBRE

Carbon Fibre is one of the most advanced performance materials available, made up of extremely thin fibres to give it an incredible strength to weight ratio. Several thousand carbon fibres are twisted together to form a yarn, which may be used alone or combined with plastic resin and molded to form composite materials. Once applied in the most technologically advanced fields, nowadays thanks to a high commitment to innovation and advanced technology Ray-Ban has succeeded in applying this new advanced material to offer a brand new range of sunglasses and frames that pave the way for further innovation.



LIGHTER AND STRONGER

Carbon Fibre reinforced plastic resin sheets are featured in Ray-Ban's Carbon Fibre wrap temples. They consist of 7 different layers of carbon fibres mixed with resin. The sheet is then water-cut to form the shape of our slimmest wrap temples. The resulting frames are light, strong, flexible and highly resistant. The glasses are further enhanced by Monoblock hinges, which include no welding in the front frame for added strength.

All sun lenses withstand the Drop Ball test, in which a 5/8 inch steel ball is dropped onto the lens from a height of 50 inches. From the frames to the lenses, the Carbon Fibre's can hold up to all the drops, squashes and wear you'll put them through.

COMPREHENSIVE COMFORT

The Carbon Fibre's end-pieces are rubber-injected, along with an embossed Ray-Ban logo on the inside, providing comfort and a strong grip. The bridge is easily flexed and adjusted so they can comfortably fit on faces of all shapes.

THE STYLES AND LENSES

The Ray-Ban collection comes in a number of different colours and styles, providing a range of fashion as deep as their functions: seven sunglasses with countless combinations of different temples, colour of temples and lenses along with the carbon fibre black original and aluminium grey styles. The lenses are featured in two different versions, polarized and non-polarized, and available in three different colors – green, brown and mirror grey. Non-polarized versions are available, in plastic and crystal, equipped with Ray-Ban's legendary G-15®, B-15® and mirror lenses. And from now on, Ray-Ban Tech is available also as Frames Collection with 4 different styles and various combinations.

CLEARER SIGHT WITH SUN LENSES

The Carbon Fibre product features the most advanced lens technology with unrivaled vision and complete protection. All of course available in two different versions of lenses. P3PLUS and P3 lenses featured in crystal and plastic respectively, provide a long list of benefits by improving your vision and protecting your eyes. Let colours pop and objects crisp with high colour definition and enhancement. Get more world and less glare with polarized lenses covered in an anti-reflective coating. And while your eyes are 100% protected against all damaging UV rays, the lenses are protected from drops with the Hydro-oleophobic coating.





Ray-Ban[®]
LightRay

ABSOLUTE INNOVATION: THE MOST LIGHTWEIGHT RAY-BAN FRAME EVER MANUFACTURED.

Ray-Ban presents Light Ray Optical, a new line of completely innovative prescription glasses.

Ultra-thin and flexible, with only 1.7 g in weight these glasses are the lightest ever manufactured.

The minimalism and slick elegance of the lines highlight the exclusive technical features, extreme care for details, and perfect wearability. Light Ray Optical, Ray-Ban's high-tech prescription glasses designed for the comfort, exclusivity and style of its customers, are available in 3 models.

THE MATERIAL

The new Light Ray Optical glasses are made of a special high-quality, high-performance titanium alloy.

FEATURES:

- ultra-light, ultra-flexible
- nickel-free and hypoallergenic
- corrosion resistant
- good memory abilities
- durable



No screws and no welding. 1.7 gr



Patented joint hinge with special devices for smooth movement, designed exclusively for these glasses.



The screwless, wear-proof hinges undergo 5000 cycle resistance tests.



The nose bridge consists of a single piece with integrated pins and hinges.



The new Pin lens mounting system allows the mounting of lenses of any thickness.



Perfect stability and wearability thanks to the use of 3D technologies to design and realize thicknesses.

PACKAGING

62

PACKAGING



Ray-Ban®



AT395



1AT0332A00



1AT0239R00

black/brown - small

1AT0240R00

black/brown - large



1AT0216A00

small

1AT0402A00

medium



1AT0243R00

medium



1AT1058A00



1AT0444A00



1ACRB001




1ACRB004

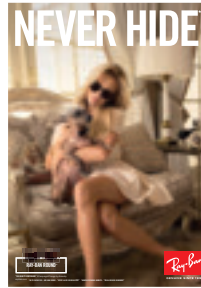


1ACRB005

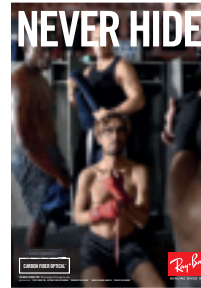
PACK OPTICAL/SUN - April 2015

PACK World ZRBSH15 VS0001

side A: 



Double image Counter Card
350 x 500




side B: 



side A: Round: Break the Mold RB2180
side B: Carbon Fibre do what scares you RX8415

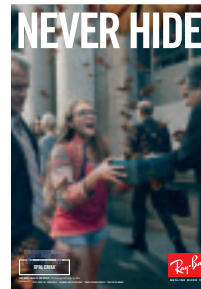
PACK OPTICAL/SUN - April 2015

PACK World ZRBSH15 VS0002

side A: 



Double image Counter Card
350 x 500



side B: 

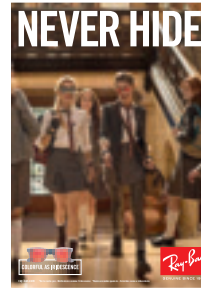
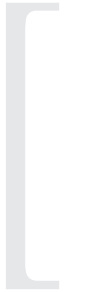


side A: Bronze Aviator: Winning is Everywhere RB3025
side B: Opal Erika: Add color to the World RX7046

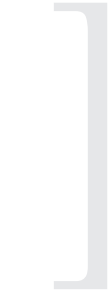
PACK OPTICAL/SUN - September 2014

PACK World ZRBSH14 VS0003

side A:



side B:



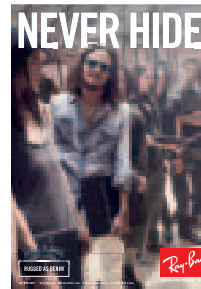
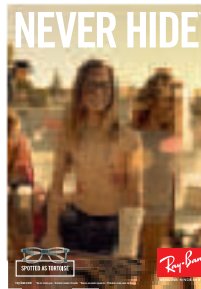
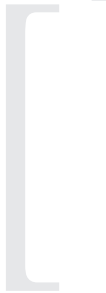
Double image Counter Card
350 x 500

side A: Liteforce - Astronaut RX7034
side B: Cosmo - School Girl RB2140 - RB2140

PACK OPTICAL/SUN - September 2014

PACK World ZRBSH14 VS0004

side A:



side B:



Double image Counter Card
350 x 500

side A: Skater RX5317
side B: Denim RB2140



1AT0056A00



1AT1039A00



1AT0321A00



1AT1193A00



1ACRB002



1ACRB004



CATALOGUES

Ray-Ban 2015 Optical Update 2 & Sunglasses Update 1



CATALOGUE World

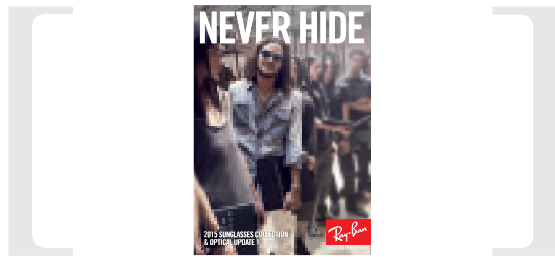
ZRBCA15 CVS001



Authorized dealer sticker GA28

220 mm x 110 mm

Ray-Ban 2015 Sunglasses Collection & Optical Update 1



CATALOGUE World

ZRBCA14 CVS007



INDEX

PLASTIC OPTICAL UPDATE

2180V	6
2447V	3
5150	10
5184	4
5206	7
5255	11
5322	12
7021	5
7022	9
7045	5
7046	9
7047	8

METAL OPTICAL UPDATE

3447V	15
6331	16
6332	16

TECH OPTICAL UPDATE

7038	21
7039	21
8413	19
8414	19
8415	20
8902	20

SUNGLASSES UPDATE

2132	29
2140	31
2180	45
2447	37
3025JM	25
3447	37
3447JM	39
3471	40
3526	47
3527	47
4101	45
4147	46
4165	41
4201	42
4202	43
4210	48
4211	48
4221	43
4222	44
8301	49
8313	50

JUNIOR SUN UPDATE

9052S	53
9056S	54

POLARIZED SUNGLASSES UPDATE

2132	29
2140	31
3447	38
3526	47
3527	47
4147	46
8301	49
8313	50



GENUINE SINCE 1937

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