



NEW RAY-BAN PRESCRIPTION LENSES

Pioneering style meets pioneering technology with new Ray-Ban Prescription lenses.

Marrying innovative lens technology with frame design has been at the core of our brand for decades. In 2017, we're going one step further, offering lenses that allow Ray-Ban lovers to combine the style they love with the prescription they need. Launching first in Italy and globally by the end of 2017, prescription lenses are a natural extension of our brand. Each pair of Ray-Bans can now be made completely unique to its owner.

Thanks to the highest technologies and quality control we don't only secure your favorite Ray-Ban frames are perfectly fitted with our authentic prescription lenses, we also adapt your prescription to the frame you chose. Through a tolerance control, which is carried out as last step, we make sure your vision correction needs are seamlessly married to the Ray-Ban designs you like the most.

Pioneering lens technology

Our new lenses guarantee better vision, thanks to Digital Surface Technology (DST). This pioneering process has enabled us to create certified high-quality lenses that push the boundaries of optics technology. Digitally built lenses are tailor-made to your customer's specific vision correction requirements, providing clearer vision and alleviating eye strain.

A perfect pairing

No one knows our frames like we do. With decades of lens manufacturing expertise, we've fine-tuned the fitting process so that each lens is cut to perfectly to fit its frame. Through tolerance control, the customer's vision correction needs are seamlessly married to the Ray-Ban designs they choose – something impossible to achieve others.

Style without compromise

The new prescription glasses look identical to the classics. From the iconic Ray-Ban Wayfarers to our newest designs, each is completely adaptable to the wearer's visual needs. We know our customers love the wide variety of lens colours we offer: with our new service we can combine prescriptions seamlessly with the wearer's signature style. With colours ranging from standard g-15 to flash and gradients, each pair of prescription Ray-Bans are completely authentic to the original designs.

Made by Ray-Ban

No pair of Ray-Ban's would be complete without our unique stamp of authenticity. Just like Ray-Ban's regular lenses, prescription lenses feature the Ray-Ban logo in the corner of the right lens, with the Ray-Ban initials engraved on the left.

Ordering made simple

With consistency across all our offerings, we've simplified a complex system. Across sun and optical we have the same multipliers and upgrades scheme – at competitive wholesale prices. Our good-better-best proposal on all available frames means customers can choose the option that's right for them.

The process is simple – after ordering the frames and lenses, the finished product is delivered to opticians and retailers in just six days, ready for you. The offer is already available for a wide range of styles and colour variations

Style meets lenses - truly unique and just made for you

About Ray-Ban:

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Luxottica Group S.p.A.

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