

# EssilorLuxottica

## EssilorLuxottica winner at the Red Dot Design Award 2022 with Ray-Ban Stories and SPHERE® by Starck Biotech Paris

**Milan (Italy), April 4, 2022** - *In search of good design*, the *Red Dot Design Award*, is one of the world's most renowned design competitions. Every year from 1955, an international jury of experts scrutinizes a considerable number of entries and assesses them in terms of their design quality and degree of innovation.

According to these criteria, Ray-Ban Stories and SPHERE® by Starck Biotech Paris – both EssilorLuxottica brands – have been awarded in the product design category for the 2022 edition.

### Ray-Ban Stories

Ray-Ban Stories won the highest award in the competition, the *Red Dot: Best of the Best*.

This prize is reserved for the best products in a category, the ones which stand out for groundbreaking design.

Result of the collaboration between Ray-Ban and Meta, Ray-Ban Stories are the first generation of smart glasses. They include a dual integrated 5MP camera to take photo and video; discreet open-ear speakers to listen, and a three-microphone audio array to deliver rich voice and sound transmission for calls and videos.

Ray-Ban Stories can also be connected to Facebook View app (iOS and Android), which enables users to import and edit content captured on the smart glasses, with the possibility to share it on any social app stored on their phone.

Consumers no longer have to choose between technology and fashion – they can truly live in the moment and stay connected with the world while wearing their favourite pair of Ray-Ban.

### SPHERE® by Starck Biotech Paris

SPHERE® by Starck Biotech Paris received the *Red Dot* award for outstanding design quality.

The Sphere hinge is designed on the idea of getting inspiration from Nature's infinite intelligence and elegance in order to create high technologies at the service of humanity that can upgrade the lives of humans.

The SPHERE® hinge is a revolutionary articulation, a minimalistic way to imagine eyewear thanks to its simplified structure, designed as a sphere, the perfect and strongest structure existing in nature.

Made without screws or welding, SPHERE® technology offers unparalleled freedom of movement and unique lightness, with each frame weighting less than just 15 grams. The SPHERE® is made of a 0,07g single ball of stainless steel inserted into an injected front in exclusive High-Tech material Gravity Eco®, and paired with an ultrathin 0.08mm titanium temple.

The extreme minimalism and lightness reflect Philippe Starck's continuous quest for dematerialization and harmony with the body, using less material while being more efficient.