

Ray-Ban Stories by EssilorLuxottica wins iF Design Award 2022 and Red Dot Design Award 2022

Milan (Italy), April 26th, 2022 – Ray-Ban Stories – an EssilorLuxottica brand – has been awarded at two of the world's most renowned design competitions: *iF Design Award* and *Red Dot Design Award*.

iF Design Award

Since 1954, the *iF Design Award* has been recognized as an arbiter of quality for exceptional design. The iF label is renowned worldwide for outstanding design services, and the *iF Design Award* is one of the most important design prizes in the world.

Submissions are awarded in the following disciplines: Product, Packaging, Communication and Service Design, Architecture and Interior Architecture, Professional Concepts, User Experience (UX) as well as User Interface (UI).

Ray-Ban Stories won two different prizes at *iF Design Award 2022*: the *Design Award* in the User Experience discipline, and *The Gold Award* in the Product discipline, which is the highest recognition in the competition. This year a record number of 10,776 projects were registered for the *iF Design Award*. Less than 1% of all submissions received the Gold Award.

Red Dot Design Award

In search of good design – the *Red Dot Design Award* has been established in 1955. Every year since then, 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 has been awarded in the product design category for the 2022 edition, winning 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.

Ray-Ban Stories

Ray-Ban Stories, the smart glasses from EssilorLuxottica and Meta, let you capture, share and listen as you move through the world around you. They feature dual integrated 5MP cameras to take photos and videos; discreet open-ear speakers for audio, and a three-microphone audio array to deliver rich voice and sound quality for calls and videos.

Ray-Ban Stories work with a companion app, Facebook View (iOS and Android), which allows people to import and edit content captured on the smart glasses and share it to any social app stored on their phone. The Ray-Ban Stories portfolio features an impressive 28 style, color and lens variations including the iconic Wayfarer, along with the Round and Meteor styles, giving people the option to choose the glasses that are right for them. 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 favorite pair of Ray-Ban.