



RAY-BAN CELEBRATES OUR ICONIC FERRARI COLLECTION WITH A PEEL STREET ACTIVATION THIS MONTREAL GRAND PRIX!

13 JUNE 2023 (MONTREAL, QC) - Continuing a fiercely innovative collaboration between two iconic brands, Ray-Ban and Ferrari join forces once again to create classic styles inspired by premium details of the legendary F1 car. Featuring innovative, state-of-the-art racing materials and Scuderia Ferrari design, the collection brings a touch of elegance to casual shapes with double bridge constructions, premium carbon fiber aviator, bold car inspired details and new dedicated temples.

The Ray-Ban for Scuderia partnership has continued to reinforce Ray-Ban's positioning as **the** eyewear brand of Formula 1 through North American a Miami activation in May and now Montreal for the upcoming Grand Prix. Here we celebrate the partnership through a consumer activation showcasing the collection on Peel St during race week.

Ray-Ban has secured a container in partnership with New Look Vision Group that features two high-fidelity racing simulators where guests can race each other in real time. Each day, a grand prize will be awarded to the fastest driver of the day while all attendees are encouraged to view and shop the full collection in the booth.

We invite you to join us on Friday June 16th to view to event and see how leveraging the sponsorship creates a uniquely powerful market position that generates excitement through all Canadian accounts open to the collection.

BUCKLE UP. SAINZ AND LECLERC RACE THE MONTREAL GRAND PRIX ON JUNE 18TH!

Montreal, Canada

Location: Corner of Peel Street and Sainte-Catherine Street West

Date: June 15th – 18th