

Ray-Ban

Transitions®

GO BEYOND EXPECTATIONS IN FRAMES THAT CHANGE COLOR WITH LIGHT

Introducing Ray-Ban® Change, powered by Transitions®

June 2024, Milan, IT – Since 1937, Ray-Ban® has explored the unknown to create eyewear that fuses timeless design with cutting-edge technology. Today, that thirst for innovation continues with the launch of Ray-Ban® Change, a light-responsive frame, powered by Transitions® and now a Red Dot Award winner in the Prescription category.

Created to evolve with you, Ray-Ban® Change offers a revolutionary take on the Original Wayfarer and



its contemporary cousin, the **Wayfarer® Oval**, available in sun and optical styles with a host of uniquely patterned pigments. Born in 1952, the Original Wayfarer® has never stood still, piercing through decades of counterculture with its classic square silhouette, while the brand-new **Wayfarer® Oval** invented a

versatile model to transcend styles, from chic to grunge.

“Ray-Ban continues to break boundaries and set new trends, keeping innovation at the forefront of design. Tapping into the power of Transitions and its technology, birthed a new way to experience eyewear through light-responsive frames known as Ray-Ban Change,” said Federico Buffa, Chief Marketing Officer, EssilorLuxottica. *“We took the leader in lenses, Transitions, and the leader in frames, Ray-Ban, to unify in one dynamic product, giving consumers the opportunity to make their functional eyewear fashionable.”*

Combining the traditional handcrafting of cellulose acetate with this advanced innovation, Ray-Ban Change is designed to sync with the light. The unique colors and patterns of the frame are created using Transitions photochromic dyes, which rapidly activate when exposed to UV light.

* For polycarbonate & CR39 lenses across colors, achieving 18% transmission at 23°C. ** For polycarbonate and CR39 lenses across colors. Blue-violet light is measured between 400nm and 455nm (ISO TR 20772:2018).

The addition of Transitions® pigments render each pair with a unique character, meaning every pattern is one-of-a-kind. As the light gets stronger, so does the pigment. The frame activates within seconds in sunlight and fades back within minutes indoors.

Transitions recently launched its next generation of lenses, Transitions® GEN S™. Ultra-responsive to light, these everyday lenses offer effortless vision. Designed to keep pace in a fast-changing world, the lenses provide ultimate light protection: darkening outdoors in seconds*, blocking 100% UVA & UVB rays and filtering up to 32% of blue-violet light in the clear state and up to 85% when activated**.

Embark on an exciting journey through the spectacular Transitions® GEN S™ color palette. The lenses



are available in eight exclusive colors, including a brand-new addition: Ruby. All colors have been optimized to be true to tone at all stages offering vibrant tints in any light. While being fully clear indoors, and beautifully colored

outdoors, Transitions® GEN S™ provides endless possibilities of pairing to complement any look.

Combining Ray-Ban® Change frames with Transitions® lenses creates the ultimate eyewear that is truly dynamic. A product enabling consumers to showcase the versatility of their personality, offering a magical appearance that adapts to the nuances of our lives and the diversity of our styles, at every moment.

HOW TO PAIR THEM

Choosing the right lens and frame color can elevate eyewear, whether that's matching colors for an on-trend tonal look, opting for a subtle two-tone blend or making a bolder style statement with a high-contrast color combination.

- **Tone-on-tone:** This is the easiest way to pair *Transitions® GEN S™* by matching the lens color to the frame color for a tone-on-tone look.
- **Colour blending:** To create a more subtle two-tone look, choose colors next to each other on the color wheel so the lens and frame blend together.
- **Colour contrast:** To make a much bolder style statement, opt for contrasting colors by choosing opposite colors for the lens and frames on the color wheel.

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PRODUCT OFFERINGS



ORIGINAL WAYFARER®

The most iconic frame receives a multicolored makeover starting from transparent colors within the frames transitioning to marbled hues under the sun. Available in Ray-Ban Change (frame only); Ray-Ban Change Transitions® (frame and lenses); and Ray-Ban Optics Change (suited for all optical needs).

WAYFARER® OVAL

The new, bold rebel takes center stage and is featured in Ray-Ban Change, (frame only); Ray-Ban Change Transitions® (frame and lenses); and Ray-Ban Optics Change (suited for all optical needs) in a variety of translucent colors that shift into painterly solid stripes.

About EssilorLuxottica

EssilorLuxottica is a global leader in the design, manufacture and distribution of ophthalmic lenses, frames and sunglasses. With over 200,000 employees across 150 countries, 650 operations facilities and 18,000 stores, in 2023 the Company generated consolidated revenue of Euro 25.4 billion. Its mission is to help people around the world to see more and be more by addressing their evolving vision needs and personal style aspirations. EssilorLuxottica is home to the most advanced lens technologies including Varilux, Stellest and Transitions, the most iconic eyewear brands including Ray-Ban and

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Oakley, the most desired luxury licensed brands and world-class retailers including LensCrafters and Sunglass Hut. The Company's OneSight EssilorLuxottica Foundation has given access to sustainable vision care to more than 760 million people in underserved communities. The EssilorLuxottica share trades on the Euronext Paris market and is included in the Euro Stoxx 50 and CAC 40 indices. Codes and symbols: ISIN: FR0000121667; Reuters: ESLX.PA; Bloomberg: EL:FP. www.essilorluxottica.com.

About Transitions®

Transitions® eyeglass lenses and shields set new standards of advanced performance to provide ever increasing visual comfort, and always blocking 100% of UVA and UVB rays. Product leadership, consumer focus, and operational excellence have made the Transitions® brand one of the most recognized consumer brands in optics. For more information about Transitions® GEN S™ and the product line, please visit Transitions.com or Transitions.com/en-canadapro/.

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