

A\$AP ROCKY x Ray-Ban

Ray-Ban Unveils A\$AP Rocky's First Styles: The Blacked Out Collection

Milan, IT – April 14, 2024 – Ray-Ban announces the official launch of the Blacked Out Collection, the first-ever eyewear line customized by A\$AP Rocky for Ray-Ban Studios, a creative platform that celebrates the power of music and stories of courageous artists. This classic collection redefines iconic shapes with a fresh, fierce attitude, embodying the bold, disruptive, and unmistakable style that A\$AP Rocky is known for.

The Blacked Out Collection is a collision of classic and contemporary, crafted for those who create, elevate, and never imitate. A\$AP Rocky fuses Ray-Ban's rich heritage with a modern edge, delivering designs that are both timeless and trendsetting. Each piece in the collection is a testament to his vision, blending traditional craftsmanship with innovative aesthetics.



Unleash your inner star with the Blacked Out Collection by A\$AP Rocky, merging Ray-Ban's most iconic styles with Rocky's fierce aesthetics and trendy vibe. Three models: Mega Wayfarer, Mega Clubmaster &

Mega Balorama; one killer combo: brand new ultra black lenses, gold-plated details, and a personalized "tattoo" style AWGE logo on the temple tips.

The Blacked Out Collection features a range of styles that push the boundaries of fashion, offering a unique blend of sophistication and streetwear appeal. From sleek, minimalist frames to bold, statement pieces, each design is meticulously crafted to reflect ASAP Rocky's distinctive aesthetic.

Ray-Ban invites you to experience the Blacked Out Collection and discover eyewear that transcends the ordinary.

Available now at Ray-Ban.com, Ray-Ban stores and select EssilorLuxottica retail stores including Sunglass Hut and through the company's wholesale distribution network starting at \$266.