

RAY-BAN KIDS INTRODUCES THE DISNEY LILO & STITCH COLLECTION

A PLAYFUL NEW FRAME INSPIRED BY THE BELOVED ALIEN



Milano, Italy – [May 22, 2024] – Just in time for the highly anticipated live-action reimaging of *Disney's Lilo & Stitch* which crash lands in theaters May 23rd, Ray-Ban Kids is bringing the wonder of Disney to young fans with the launch of the **Ray-Ban | Disney Lilo & Stitch Collection**. Inspired by the mischievous fugitive alien Stitch and the heartwarming story of family and friendship, this collection blends iconic Ray-Ban craftsmanship with playful, kid-friendly design.

Featuring a vibrant **purple and blue design**, these sunglasses capture the essence of Stitch's chaotic yet lovable personality. Built with **bio-nylon frames, bio-rubber nose pads and temples**, this style ensures all-day comfort and durability for little explorers. Adding a touch of Disney storytelling, **prints of Stitch on both temple tips** make these frames a must-have for young fans ready to experience the beloved classic in a new way.

The live-action "Lilo & Stitch" is the wildly funny and touching story of a lonely Hawaiian girl and the fugitive alien who helps to mend her broken family. The new film is directed by Oscar® nominated, Dean Fleischer Camp and stars Maia Kealoha, Sydney Elizebeth Agudong, Billy Magnussen, Tia Carrere, Hannah Waddingham, Chris Sanders, with Courtney B. Vance, and Zach Galifianakis.

Combining **UV protection, comfort, and fun**, the Ray-Ban | Disney Lilo & Stitch Collection is the ultimate accessory for kids looking to express their love for Disney while staying protected in the sun.

The collection will be available May 22 at select retailers and throughout Ray-Ban and SunglassHut stores and channels with a SRP of \$€106/ \$112.



SUN - RJ9077S: Lightweight bio-based¹ frame with a lovable Stitch print. Features bio-nylon G15 lenses, bio-rubber nose pads, and temple injections for comfort and a secure fit. Available in cute colorways, including Ray-Ban Kids' best-selling purple.



OPTICAL - RY1631: Lightweight bio-based² optical frame with fun Stitch details on the temples. Features bio-rubber nose pads and temple injections for all-day comfort. A clip-on function transforms them into sleek sunglasses. Available in Ray-Ban Kids' best-selling purple.

ABOUT DISNEY'S "LILO & STITCH"

"Lilo & Stitch," the wildly funny and touching story of a lonely Hawaiian girl and the fugitive alien who helps to mend her broken family, will open exclusively in theaters May 23, 2025. A live-action reimaging of Disney's 2002 animated classic, "Lilo & Stitch" is directed by Dean Fleischer Camp, the Oscar®-nominated filmmaker behind the animated feature film

¹ *Lenses designed with bio-nylon containing 40% bio-based carbon content** (available only for classic sun lenses). Non metallic frames also feature bio-based frames with 57% bio-based carbon content**.

** tested according to ASTM D6866 standard

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“Marcel the Shell with Shoes On,” with a screenplay by Chris Kekaniokalani Bright and Mike Van Waes, and stars Sydney Elizebeth Agudong, Billy Magnussen, Tia Carrere, Hannah Waddingham, Chris Sanders, with Courtney B. Vance, and Zach Galifianakis, and introducing Maia Kealoha. The film is produced by Jonathan Eirich, p.g.a. and Dan Lin, with Tom Peitzman, Ryan Halprin, Louie Provost, Thomas Schumacher serving as executive producers.