

A\$AP ROCKY AND RAY-BAN LAUNCH THE WAYFARER PUFFER – A FEARLESS FUSION OF ART, CULTURE, AND STYLE



Milan, IT – June 20, 2025 (12pm EST/6pm CET)– Ray-Ban and A\$AP Rocky officially unveil the Wayfarer Puffer and campaign, the latest evolution of an icon, dropping globally on **June 20**. Bold, sculptural, and unapologetically fresh, this new design reimagines the iconic Wayfarer with Rocky’s disruptive vision—where hip-hop heritage collides with high fashion.

More than just a product drop, the Wayfarer Puffer is a cultural moment, inspired by the world of art, reinventing the iconic silhouette with bold imagination. The campaign blends art, fashion, culture, and the unstoppable vision of A\$AP Rocky, shot in Rocky’s hometown of Harlem, NY. He street-cast locals and artists from the neighborhood that raised him with a result that is a raw, elevated portrait of personal style—where every frame tells a story.

Inflated with the artful fantasy of Ray-Ban’s Creative Directory, discover the Wayfarer Puffer by A\$AP Rocky for Ray-Ban.

“Introducing my first iteration of the classic Wayfarer style, I present to you the Puffer,” says A\$AP Rocky.

THE BUILDUP: FROM MET GALA TO CANNES

The Wayfarer Puffer made its first dramatic appearance at the 2025 Met Gala where Rocky stunned in a one-of-a-kind edition handcrafted in Italy, featuring an oversized 18kt gold logo, natural diamonds and gemstones, and diamond-set rivets—a custom creation that cemented the Puffer as a new symbol of elevated streetwear.

Later, the style debuted in Europe during the Cannes Film Festival, where Rocky hosted an exclusive yacht party. Worn by tastemakers and artists alike, the Wayfarer Puffer—now in vibrant bold colors like red, white, yellow, and pink—proved it's not just a statement piece; it's the must-have frame of the summer.

Rooted in Harlem. Designed for the world.

PRODUCT DESCRIPTIONS:



WAYFARER PUFFER BLACK

ASAP Rocky's iconic Wayfarer Puffer in black -where hip-hop heritage meets bold, elevated style. The inflated, puffy frames reimagine the classic silhouette, merging timeless Ray-Ban cool with Rocky's fearless creativity. Edgy and versatile, this sleek black edition makes an unforgettable statement.



WAYFARER PUFFER RED

Ignite your look with the Wayfarer Puffer in red. ASAP Rocky's slick new design takes a daring twist with vibrant red frames that command attention. The puffy silhouette fuses Rocky's hip-hop vibe with his bold artistic vision, bringing a fearless burst of color to the classic Wayfarer style.



WAYFARER PUFFER WHITE

Step into futuristic cool with the Wayfarer Puffer in striking white. ASAP Rocky reimagines the iconic shape with puffy, amplified frames, giving classic eyewear a modern twist. Bold yet classic, this striking white colorway embodies Rocky's unique blend of art, fashion, and cultural influence.



WAYFARER PUFFER BLUE

ASAP Rocky's Wayfarer Puffer in dark blue is a testament to his effortless fusion of cool and creativity. The puffy frames in a bold blue hue make a fashion-forward statement, while the iconic Wayfarer shape stays true to its roots. A perfect blend of hip-hop heritage and contemporary style, it's a standout accessory for any scene.



WAYFARER PUFFER PINK

Make your mark with the Wayfarer Puffer by ASAP Rocky: now in bright pink. Infused with bold color and the iconic puffy silhouette, this design turns up the volume on self-expression, while Rocky's creative touch brings a playful, fearless edge to the classic Wayfarer for a true statement piece.



WAYFARER PUFFER GREEN

Fresh, vibrant, and undeniably bold: the Puffer Wayfarer by ASAP Rocky transforms the iconic silhouette with puffy, inflated frames and a striking green finish. Embracing Rocky's art-meets-fashion vision, it's a fearless re-imagination that pushes boundaries while staying both cool and confident.



WAYFARER PUFFER YELLOW

Radiate confidence and sunshine style with the Wayfarer Puffer. ASAP Rocky blends art and attitude in this electric colorway, pairing vibrant yellow with the bold, puffy frames that define the collection. Eye-catching and full of energy, it's a fearless reinterpretation of an eyewear icon.