



RAY-BAN AND ASAP ROCKY UNVEIL THE NEXT GENERATION COLLECTION — BRAND NEW STYLES LAUNCHED AT PARIS FASHION WEEK

Milan, IT – July 24, 2025 — Ray-Ban and ASAP Rocky continue to shape the world of eyewear through a new lens and introduce *The Next Generation Collection*, an exclusive collection of three brand new styles that debuted on the AWGE runway during Men's Paris Fashion Week show. This latest drop from Ray-Ban Studios and its inaugural launch is a bold leap forward, reimagining what eyewear can be through a futuristic lens.

Step into the future with *The Next Generation*, a collection of three radically reengineered styles—**Ultra Wrap 001, Ultra Wrap 002, and Ultra Wrap 003**—each designed to shatter the boundaries of conventional eyewear. Featuring fluid, gravity-defying lines and otherworldly silhouettes, these frames are not driven by trends—they define what comes next.

A Pure Expression of Avant-Garde Fashion

- **Ultra-wrapped silhouettes:** Each style delivers a hyper-futuristic design aesthetic with bold curves and a sculptural fit
- **Core black and expressive contrasts:** The classic standout black anchors the collection, accompanied by daring, high-impact colorways like translucent gold and mirrored lenses
- **Premium presentation:** Each pair comes housed in a **rigid plexiglass cube, maxi-case**, complete with an embossed **ASAP Rocky x Ray-Ban stamp logo**—a collector-grade touch that signals rarity and reverence

Unveiled during one of fashion's most anticipated runways, *The Next Generation* reinforces ASAP Rocky's vision for Ray-Ban Studios: where Harlem creativity, futuristic form, and cultural edge converge in wearable art.

This drop is limited and available only while supplies last. *The future doesn't wait.*

PRODUCT DESCRIPTIONS



ULTRA WRAP 001 (ORB4943 671/87)

Introducing the Ultra-Wrap 001 — the first release in ASAP Rocky's Next Generation collection. With its inflated wraparound silhouette and bold colorways, this futuristic frame pushes the boundaries of design and redefines what it means to stand out.



ULTRA WRAP 002 (ORB4942 671/87)

Boldly engineered with a wide lens and mask-like silhouette, the Ultra-Wrap 002 is ASAP Rocky's most avant-garde vision yet. Thick temples and a future-forward design merge future forward aesthetics with the raw edge of hip-hop heritage.



ULTRA WRAP 003 (ORB4941 601/87)

The Ultra-Wrap 003 by ASAP Rocky features bold wraparound lenses and thick, curved temples. As part of the Next Generation collection, this visionary design redefines what eyewear can be — clean lines, commanding presence. Born from street style, built for the future.