



## AWAKEN YOUR TRUE SPIRIT WITH RAY-BAN.EXE

RAY-BAN CEMENTS ITS STATUS AS A SYMBOL OF SELF-LIBERATION WITH THE LAUNCH OF A NEW CAMPAIGN & ANIMATION, MARKING A STRATEGIC SHIFT TOWARD KOREAN POP CULTURE – AS A KEY CONNECTOR TO THE NEXT GENERATION WORLDWIDE

*September 2025, Milan, IT* – For too long, our identities have been clipped and tamed by soulless systems and brittle binaries. As a harbinger self-expression, Ray-Ban has been redefining style outside the limits since 1937, finding deep resonance with those who long to break free from conventions that feel rigid or performative.

On September 4<sup>th</sup>, Ray-Ban elaborated on its iconoclastic approach with the launch of a new campaign and animation, *Ray-Ban.EXE*, that blends the visual language of Korean webtoons with dystopian storytelling to call viewers to their own creative awakening.

Unveiled at the brand's first-ever pop-up in Seongsu-dong, Seoul, Korea – a symbolic choice – the premiere brought together cultural trailblazers at the heart of a creative scene that is increasingly shaping global youth identity. The initiative marks more than just a creative milestone: it reflects Ray-Ban's ambition to reposition itself as a brand in sync with Korea's next generation – and, through their cultural influence, with Gen Z audiences worldwide.

Through its arresting graphic style, the film paints a picture of an austere future where the world is controlled by humanoid machines, programmed to eliminate any trace of individuality, memory or self-expression. The protagonist, EV11, is a robot tasked with destroying non-conforming objects; until one day, when he discovers a black briefcase containing a pair of Ray-Ban Clubmaster sunglasses. When he slides on the shades, something awakens inside of him. A memory, a spark of identity stirs within. Suddenly marked as deviant, EV11 escapes and re-emerges in the real world as a human named Kim. He finds himself in a facility filled with others still trapped in the simulation. Greeted by a group of likeminded rebels, they hand Kim another pair of glasses, this time to pass forward. He places the glasses on a sleeping girl, kickstarting the cycle of awakening again.

Far more than a mere accessory, Ray-Ban cements its status as a catalyst for identity and self-actualization – a tool to bring about the true connection we crave.