

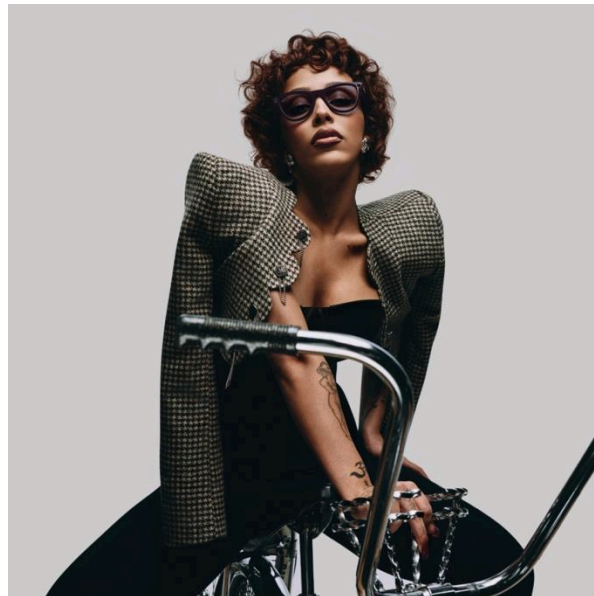
RAY-BAN META PRESENTS: YOU AIN'T SEEN NOTHIN' YET

New Global Campaign Starring Icons Doja Cat and Teyana Taylor

[Milan, IT — November 3, 2025] — Ray-Ban and Meta unveil *You Ain't Seen Nothin' Yet*, a new global campaign starring Grammy Award winning artist [Doja Cat](#) and multihyphenate Award winning singer, songwriter, actor, director and choreographer [Teyana Taylor](#). The two icons exude confidence, individuality, and vision. Directed by Lope Serrano, photographed by William Arcand, and shot by cinematographers Larkin Seiple and Chris Ripley, the campaign invites the world to look again because what's next is already in view.

You Ain't Seen Nothin' Yet is more than a tagline; it's a statement of intent featuring a collision of style and technology. The story unfolds through the lens of the new Ray-Ban Meta (Gen 2), the next evolution of the world's #1 selling AI glasses. Seamlessly blending Ray-Ban's iconic design with Meta's cutting-edge tech, the AI glasses capture the rhythm of modern life and transform how we see, create, and connect hands free.

In Los Angeles, Doja Cat glides through the city on her lowrider bike with her Ray-Ban Meta glasses capturing the world with cinematic clarity as her latest single "Gorgeous" plays. "Ray-Ban Meta glasses help me stay connected and creative wherever I go," says Doja Cat. "I love how they blend iconic style with smart tech—so I can capture moments, listen to music, and share what I see with the world, all totally hands-free."



Across the country, Teyana Taylor moves through the hustle of her hometown, New York City. Her Ray-Ban Meta glasses mirror the city's energy as she dances while staying connected to the world around her. "I'm in a really creative space right now, and the hands-free capture means I can stay fully present in the moment without ever having to pull out my phone," says Teyana Taylor. "Ray-Ban Meta glasses fit so naturally into my lifestyle that I have like ten different pairs so I can switch up my look, but always stay connected."



Built for self-expression and designed for real life, Ray-Ban Meta (Gen 2) introduces up to twice the battery life of the previous generation, a 3K Ultra-Wide 12MP camera for Ultra HD video capture, and the latest Meta AI features including: Hyperlapse, Slow Motion, as well as Live Translation. Available in Wayfarer, Headliner, and Skyler styles with new colorways including Shiny Cosmic Blue, Shiny Mystic Violet, and Shiny Asteroid Grey, Ray-Ban Meta is crafted for all day comfort, hands-free use, and limitless creativity.

With Doja Cat and Teyana Taylor at the forefront, the campaign channels a generation that sees differently, moves intuitively, and blurs the lines between creator and observer. Because when timeless design meets intelligent technology, *You Ain't Seen Nothin' Yet.*