



ASAP ROCKY X RAY-BAN COLLECTION

THE WAYFARER PUFFER ENTERS DAZZLING NEW TERRITORY AS PART OF A CONTINUED COLLABORATION



November 6th, Milan, IT – Following his appointment as Ray-Ban's first ever Creative Director in early 2025, fashion innovator, entrepreneur and multi-hyphenate artist ASAP Rocky turns his iconoclastic vision to the Wayfarer Puffer. The world's most iconic eyewear model has been reimagined through the lens of Rocky's radical aesthetic: a fusion of spectacle and style. The timeless square silhouette is amplified by sculpted curves and a selection of high-octane colors, encrusted with crystal or diamond embellishments. Each frame a statement of light and luxury, sleek metalwork marks the temple with Ray-Ban's signature logo, rebranding eyewear as performance, designed for those who own the spotlight.



WAYFARER PUFFER CRYSTAL EDITION ORB4940B

Daring yet effortless, this crystal-encrusted Puffer pairs the pulse of Ray-Ban cool with ASAP Rocky's fearless creativity. Intensifying the essence of the original Wayfarer, inflated, puffy frames set out a strong profile with an ultra-wide temple, sprinkled with crystal studs and signed off with a polished metal logo. Make your mark in a spectrum of vibrant colorways, available in black, blue, red, white, green and pink.



WAYFARER PUFFER CRYSTAL PAVÉ EDITION ORB4940BP

Designed to be seen, this high-impact execution of the Wayfarer Puffer comes drenched in pavé crystals, from the front of the frame to the temple tips. A candid evocation of luxury, the exaggerated Wayfarer silhouette arrives in classic black, blue or white, wrapped in its luminous all-over embellishments, detailed with gold metal details and a logo on the ultra-wide temple.



WAYFARER PUFFER DIAMOND EDITION ORB4940KG

Epitomizing decadence and craftsmanship, the Wayfarer Puffer is elevated to collector's piece, meticulously detailed with 1.65 carats of hand-set natural diamonds. Each diamond is unique, carefully selected with provenance guaranteed by suppliers to meet the highest ethical standards. The puffy, sculpted square frames are personalized further with 14k gold finishings, accented with the Ray-Ban signature logo on the temple, and housed in premium packaging. In the vein of a cultural icon, this rarefied edition is available in a radiant array of colors, including red, blue, green and pink, in addition to classic black or white, designed for those who don't follow culture, but define it.