

**MEDIA ALERT**

**FOR IMMEDIATE RELEASE**

## **GRAMMY Award Winning Doja Cat and Ray-Ban Meta Bring Custom Wearable Tech Eyewear to the Stage for Tour Ma Vie World Tour**

**(London, UK May 29, 2026)** - Doja Cat and Ray-Ban Meta come together for the *Tour Ma Vie* World Tour, merging music, fashion and technology through a series of custom-designed Ray-Ban Meta glasses worn live on stage. Co-created with Doja Cat and her Creative Director, Brett Alan Nelson, the bespoke designs reimagine the Ray-Ban Meta Skyler silhouette as an extension of the tour's bold vision, transforming the glasses into both a stylistic statement and a performance instrument.

### **WHAT**

As an official partner of the *Tour Ma Vie* World Tour, Ray-Ban Meta is integrated throughout the live performance, with Doja Cat wearing one-of-a-kind AI glasses. Built on the Ray-Ban Meta Skyler frame, the custom designs feature integrated 12MP camera and AI capabilities, enabling Doja Cat and her team to capture hands-free, first-person content from the stage, offering an unfiltered view into the performance as it unfolds.

### **THE CUSTOM SKYLER DESIGNS**

Each custom Ray-Ban Meta Skyler embodies a unique creative expression within the *Tour Ma Vie* universe:

- **Modular Identity** - A refined white frame is redefined by a black, gold-trimmed clip-on, sculpted to extend the browline and shift the Skyler silhouette with precision. This edition turns modularity into a statement of character. **Sculpted. Transformative. Precisely defined.**
- **Untamed Glamour** - A fearless take on the Skyler silhouette, set in a translucent blush pink frame, the silhouette softens and is disrupted by bold, zebra-inspired striping across the entire frame and lens. The fusion of tones brings depth and dimension, balancing softness with edge. Glamour meets instinct, resulting in a look that feels both fashion-forward and unpredictable. **Fearless. Instinctive. Unapologetically bold.**
- **Graphic Pop** - Set against a sleek Shiny Black frame, layered in multicolored graphic elements with vivid bursts of red, blue, yellow and pink. A collision of playful pop art energy and sharp, modern design. **Rebellious. Playful. Impossible to ignore.**

On the collaboration, Doja Cat says: *“For Tour Ma Vie, Brett and I really wanted to create something that felt like a natural extension of the show’s energy. Every look I wear on stage tells a story, and we designed these custom Ray-Ban Meta glasses to be a part of that, each pair directly inspired by the outfits. They’re part of the whole creative vision. I love how they look and feel on stage, and being able to capture everything from my perspective, the crowd, the energy, the moment, and share that with the world, makes the connection with the fans so much more immersive and real.”*

## **WHEN / WHERE**

Doja Cat performs tonight, May 29th, at The O2, London, one of the tour’s most high-profile European dates, as part of her *Tour Ma Vie* World Tour. The custom Ray-Ban Meta glasses will be on stage as part of the performance.

## **ABOUT RAY-BAN META**

Ray-Ban Meta AI glasses bring together iconic Ray-Ban design and Meta’s advanced technology, including a built-in camera for hands-free capture, open-ear audio, and Meta AI. The Ray-Ban Meta collection is available for purchase in Ray-Ban stores, [Ray-Ban.com](https://www.ray-ban.com) & Meta.com; along with EssilorLuxottica’s owned and operated retail locations.

## **IMAGERY**

High-resolution imagery of Doja Cat wearing custom Ray-Ban Meta glasses during the *Tour Ma Vie World Tour* is available at [this link](#) or upon request.

Photo credit: Greg Noire