

RAY-BAN META EXPANDS PORTFOLIO WITH FIRST AUDIO-ONLY AI GLASSES AND INTRODUCES NEXT GEN AI GLASSES

[MILAN, ITALY – September 23, 2026, 5:00 PM PST / 8:00 PM EST; September 24, 2PM AM CET]
– Ray-Ban Meta today unveils its broadest portfolio yet, introducing Ray-Ban Meta Audio, its first Audio-Only AI glasses, alongside Ray-Ban Meta (Gen 3), the next generation of the leading AI glasses.

The expanded collection brings new experiences to some of Ray-Ban's most distinctive designs. Audio debuts in Clubmaster and Burbank while Wayfarer, Aviator and Zena make up the Gen 3 lineup. Across the portfolio, wearers have more ways to make Ray-Ban Meta their own, with a wide range of clear and sun lenses, including Transitions®, Polarized and Blue Light Filter, as well as a full range of unrestricted prescription options. Together with new Ray-Ban Meta optics colorways and category expansion into new markets, the launches give consumers more ways than ever to experience Ray-Ban Meta across styles, lenses and uses.

INTRODUCING RAY-BAN META AUDIO

Ray-Ban Meta is expanding the category with Ray-Ban Meta Audio, its first Audio-Only AI glasses, built around one of the most popular experiences across the portfolio: listening. Combining open-ear audio, Meta AI and all-day wearability in the lightest Ray-Ban Meta frame yet, Ray-Ban Meta Audio lets users listen to music and podcasts, take calls and access Meta AI all without reaching for a device. At just 43 grams and with up to 12 hours of extended battery, it's designed for listening throughout their day into a Ray-Ban form.

Ray-Ban Meta Audio debuts in Clubmaster and Burbank, two distinctive silhouettes drawn from Ray-Ban's history. Inspired by the browline styles that defined eyewear in the 1950s and 1960s, Clubmaster has become synonymous with distinctive personal style and cultural expression. Ray-Ban brings a new dimension to the icon, integrating audio and Meta AI while preserving the character that has made Clubmaster unmistakably Ray-Ban.

Originally introduced in the 1960s and relaunched from Ray-Ban's archive in 2021, Burbank complements Clubmaster with a distinctive square acetate silhouette. Now, the archival style takes a new role by pairing its vintage character with a new generation of audio and AI experiences.

THE NEXT GENERATION OF RAY-BAN META

Ray-Ban Meta (Gen 3) continues to evolve with a slimmer, refined design, enhanced comfort and next-generation technology integrated into Wayfarer, Aviator and Zena.

The collection features a 3K Ultra HD camera for hands-free capture, a new six-array microphone for clearer audio and voice interactions, an assignable action button for quick access to Meta AI or favorite features, up to 9 hours of battery life and flexible temple tips designed for a more personalized fit.

With Meta AI, users can ask questions about what they see, discover local recommendations, translate conversations in real time, catch up on messages, set reminders, and capture moments from their point of view, all without reaching for their phone.

AN ICON TAKES FLIGHT

For the first time, the Aviator joins the Ray-Ban Meta collection, bringing one of the most recognizable frames in eyewear into the next generation of AI glasses. First introduced in 1937 for a functional purpose, Aviator went on to transcend its origins to become a symbol of style and self-expression. Ray-Ban Meta (Gen 3) carries that unmistakable legacy forward, bringing Meta AI, hands-free capture and immersive audio to a frame worn by generations of people who pushed boundaries and shaped culture.

To mark this new chapter, Ray-Ban Meta will also introduce a **Limited-Edition Ray-Ban Meta (Gen 3) Aviator** in vintage-inspired Milky Warm Beige with Transitions® Gen S Brown lenses, pairing the heritage of the frame with the latest Ray-Ban Meta technology. This limited-edition style will be available across most participating markets.

Alongside Aviator, the Wayfarer continues the evolution of another Ray-Ban icon, while the youthful Zena joins the Ray-Ban Meta family with a bold geometric cat-eye silhouette and a fresh expression of the Ray-Ban style.

MORE RAY-BAN META OPTICS

The announcement goes beyond new technology and frames. Lens choices remain central to Ray-Ban Meta, with options, designed around different vision needs, lifestyles and environments. Blayzer Optics (Gen 2) and Scriber Optics (Gen 2) return in new seasonal colorways, including Transparent Shiny Dark Olive, Shiny Brick Brown and Transparent Shiny Ocean Blue, bringing new expression to styles designed with prescription wearers in mind.

Available across a wide range of prescription options including Transitions® lenses that seamlessly adapt to changing light conditions, the expanded portfolio reflects a simple idea: the future of eyewear should offer more choice without asking people to compromise on style.

MARKET EXPANSION

Alongside the growing portfolio, Ray-Ban Meta is continuing its global expansion with launches in Hong Kong, South Africa, Portugal, Poland, Malaysia, Thailand, Indonesia, the Philippines and New Zealand, making the collection available to more consumers around the world. Launch timing varies per market.

Meta Ray-Ban Display will also expand to Canada and the UK beginning September 24, followed by Italy, France and Germany beginning October 13, with availability through participating retail and e-commerce channels. Additional pricing and market availability information will be announced by market.

PRODUCT AVAILABILITY

Beginning September 23, Ray-Ban Meta (Gen 3) will start at \$449 USD/\$559 CAD and available for purchase through Ray-Ban stores and Ray-Ban.com, select EssilorLuxottica retail banners, EssilorLuxottica's wholesale network across participating markets and Meta.com.

Beginning October 13, Ray-Ban Meta Audio will start at \$349 USD/\$429 CAD and available through Ray-Ban stores and Ray-Ban.com, select EssilorLuxottica ecommerce, retail banners, EssilorLuxottica's wholesale network across participating markets and Meta.com. Full availability and timing will vary by market.