



BEYOND HUMAN. BEYOND ICONIC

**RAY-BAN | MARVEL: FOUR FORCES, ONE UNYEILDING
COLLECTION**



October 26th, Milan, IT – In a world of collision, icons don't just survive – they command the light. The Ray-Ban | MARVEL collection unites the four defining forces of a new era in one unyielding release. From the raw instinct of Spider-Man pulsing through the restless city, to the unshakeable will of Captain America, the timeless sentinel. From the masterful command of Doctor Doom, to the unvarnished irreverence of Deadpool.

Step into a new era, where unwavering impulse, determination and mastery meet clear-cut character. Ray-Ban's most legendary shapes are reimagined in supernatural style, comprising a special collection that rewrites the rules of classic design. Engineered with custom character designs, premium finishes and frames for all ages, these sun and optical styles are designed for those who don't ask permission to lead – they know their power and tread their own undeviating path.

The Aviator Max advances with authority, pairing ever-classic metal with hints of red, white and blue, inspired by Captain America. Wraparound frames embody the intrepid spirit of Deadpool, his signature colors charged with energy thanks to the bold metallic gradient. Spider-Man's signature codes awaken the innate instinct of the Wayfarer Folding, detailed with a web-wrapped logo and special message to the bridge hinge. Meanwhile, the Bill Max evokes the alchemical wisdom of Doctor Doom, the sophisticated metal frame accented with tinted lenses and intricate laser detailing.

Don't follow the rhythm. Own your power with special edition eyewear engineered beyond design, translating character aura into a fearless masterpiece for every generation. Beyond human. Beyond iconic.

The Ray-Ban | MARVEL collection landed in-store and online via selected retailers in October, ahead of the cinematic release of *Marvel Studios' Avengers: Doomsday* on December 18th 2026.

MAIN COLLECTION



WAYFARER FOLDING

Built for any city mission, the Wayfarer Folding fuses Ray-Ban's signature style with the restless instinct of MARVEL Spider-Man.

From the spiderweb-wrapped logo to the special message engraved on the bridge hinge, this immortal square silhouette is charged with unrelenting energy, signed off with the superhero's icon on the lens and temple tips.



AVIATOR MAX

Iconic shape, superhero aura. This commanding take on the aviator honors MARVEL Captain America, the metal temples accented with a patriotic palette of red, white and blue. Leading the way with an authoritative silhouette, this amped-up pilot frame features a leather bridge cover with the Super Soldier's signature star, stamped with the iconic shield logo to the lens and temple tips.



BILL MAX

Forged with the spirit of one of MARVEL's greatest villains, Doctor Doom, the Bill Max delivers sophisticated style with an air of absolute power. The enduring appeal of the metal aviator, reimagined in his signature gold and green, etched with intricate laser detailing and the villain's logo on the lens and temple tips. A union of science and sorcery, as potent as the man behind the mask.



ORB2228-FF

Dare to do things your own way. Bold and irreverent, just like MARVEL's Deadpool, this original design brings his signature colors to life, charged with depth thanks to the metallic gradient finish. Accented with anti-slip rubber temple tips inspired by his costume, as well as his signature logo to the lens and temple, these shades are as cool as they are comfortable.

KIDS COLLECTION



ORJ9086S-FF

Designed for a young generation of superheroes, these special edition sunglasses combine deep red frames with a MARVEL Spider-Man web motif, cast across the mirrored lenses and continuing to the temples. A fearless style, designed for adventurers, complete with a dedicated lanyard for security and comfort.



ORJ9644S

Bold opticals, designed for heroes in the making. Sleek, square frames arrive in deep red, accented with a MARVEL Spider-Man motif to the temples for a look as daring as their next adventure. Offering sharp vision for every mission, the model comes complete with clip-on sun lenses, accented with a striking spiderweb design.



MINI AVIATOR

Made for young leaders, this special-edition Aviator was designed to stand out. Unwavering style speaks through the bold red metal frame and blue lenses, accented with the MARVEL Captain America secret shield graphics. Detailed with a shield-inspired print to the temple tips, this intrepid design understands the assignment every time.

More about Ray-Ban:

Website: [ray-ban.com](https://www.ray-ban.com)

Instagram: [@rayban](https://www.instagram.com/rayban)

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