

Luxottica releases new TR summer exclusive range

As international travel steadily increases in the lead up to summer, Luxottica Group has unveiled its latest travel retail exclusive frames for brands, Ray-Ban and Oakley. With two frames developed for global travel retail and two created specifically for Asia Pacific, as part of Luxottica's strategic focus on this market, the releases demonstrates the group's commitment to inspiring travelers through new and exclusive offerings in addition to digital media campaigns and in-store marketing activity.

"It is with pride that we announce the next phase in bringing exclusive Luxottica frames to global travelers. Over the past five years, we have seen how positively consumers react to innovative and limited-edition sunglasses and we can think of no better way to kick off the summer than with these new frames from Ray-Ban and Oakley.

"We hope that this these launches will excite returning travelers with something fresh and exclusive and revitalize the sunglasses offering in-store," comments Enrico Destro, GTR Director, Luxottica.

The launches are supported by an O2O marketing campaign that spans the shopper journey, led by dedicated advertising and social media campaigns, virtual try-on experiences and in-store POS materials. A series of in-store activations are set to roll out across key locations in the coming months.



Model number: ORB2186 901/3F

Ray-Ban Statestreet

Taking inspiration from the progressive spirit of the 60s, Statestreet returns from the Ray-Ban archive as a new icon on the block (Model number: ORB2186 901/3F). Crafted from acetate, its bold, square shape, exaggerated browline and light blue gradient lens create a contemporary style, completed with black frames.

Ray-Ban Statestreet is available in global travel retail from June 2021.



Model number: ORB3764D 003/T3

Ray-Ban Asian Design

The new Ray-Ban Asian design (Model number: ORB3764D 003/T3) features impactful, oversized geometrical frames that celebrate confidence and strength. The grey gradient polarized lenses, silver frames and transparent temple tips make this exclusive model a stand-out style within the Ray-Ban catalogue.

Available in travel retail Asia Pacific, the Asian design marks a fresh chapter in Ray-Ban's prominent "You're On" campaign, augmenting the launch of the frames and further building on the brand's engaging Asian narrative.

Oakley Sutro Lite

The Oakley family expands with Sutro Lite - a semi-rimless version of the Sutro style. Inspired by the bold attitude of urban cyclists, the high-wrap shield creates a versatile look, protects from the elements and enhances vision with Prizm Lens Technology.

Leveraging 24K gold details, the two new Oakley Sutro lite frames embody a star athlete's Olympic gold and both are available from June 2021.



Model number: 0009463 946323

Entering global travel retail, Oakley Sutro Lite (model number: 0009463 946323) offers a prizm gold 24K lens housed in a matte black frame with gold icons, wicket and details.



Model number: 0009463A 946313

Released in travel retail Asia Pacific, Oakley Sutro Lite (Model number: 0009463A 946313) presents a prizm black lens in a matte black frame, with gold icons, wicket and details.