

sunstyler

edition 14

Ray Ban
Top Sellers

The Iconic
Aviator

Know your Ray Ban
Real or Fake

Ray-Ban



Key Selling Features

► History

- Founded in 1937 by Bausch & Lomb.
- Ray Ban Aviators first designed for US Army Air Service pilots.
- Classic styles were made popular in the 1980s by appearing in multiple hollywood movies.

► Quality

- Know the difference between real and fake Ray Ban's.



Ray Ban History

The Aviator is Born

The first glass - Ban Bay was a green lens which protected the eyes from the strong light and was not found in any other lens. These lens eliminated ultraviolet and infrared rays. These characteristics which "Banish rays", led to the well-known name: Ray-Ban.

The history of the Ray-Ban Aviator dates back to the 1930s, when new airplanes allowed people to fly higher and farther. Many US Army Air Service pilots were reporting that the glare from the sun was giving them headaches and altitude sickness. In 1929, US Army Air Corps Lieutenant General John MacCready asked Bausch & Lomb, a Rochester, New York-based medical equipment manufacturer, to create aviation sunglasses that would reduce the headaches and nausea experienced by pilots, which are caused by the intense blue and white hues of the sky, a new kind of glasses were introduced. The prototype, created in 1936 and known as 'Anti-Glare', had plastic frames and green lenses that could cut out the glare without obscuring vision. The sunglasses were remodeled with a metal frame the following year and re branded as the 'Ray-Ban Aviator'.



In 1952, Ray-Ban created another classic style, the Ray-Ban Wayfarer, this time with plastic frames. They soon became popular in Hollywood, and can be seen on James Dean in 1955's *Rebel Without a Cause*. The now-standard G-15 green and grey lenses were introduced a year after the Wayfarer, in 1953.

The brand remained popular during the 60s and 70s, and gained popularity during the 1980s thanks to a lucrative placement deal, with cameos in the movies *The Blues Brothers* (1980), *Risky Business* (1983) and *Top Gun* (1986).





Iconic Timeline

1937



Aviator was designed for the U.S. Air Force

1952



Introduction of Wayfarer

1999

LUXOTTICA®

Luxottica acquires Ray-Ban

2007



NEVER HIDE becomes the brand campaign

2013

Ray-Ban reaches 30 million consumers

1938



Outdoorsman & Shooter are introduced

1986



Retro style Clubmaster

2003



Ray-Ban optical is launched

2012

Celebration
75 Years
of Ray-Ban



GENUINE SINCE 1937

Ray Ban Quality

Real or Fake

As one of the worlds most popular and well-known sunglass brands; Ray Ban's classic styles are countinuously being counterfeited. You can check these features to make sure they are not FAKE!

1. Look and feel for seams on the plastic.

All genuine Ray-Ban products are crafted from high-quality materials using the finest manufacturing processes. Notably, the plastic body of Ray-Ban sunglasses are cut from a single piece of acetate and are hand-polished. Because of this, you shouldn't be able to detect any nicks, rough spots, or especially seams on your glasses. These are after-products from cheap manufacturing processes and are dead giveaways that a pair of "Ray-Bans" aren't what they are being billed as. Seams can be anywhere on a fake pair of Ray-Bans, but they're especially likely to be on the places where the mold used to create the plastic closed — namely, the upper edges of the glasses above the lenses and the tops of the "arms" that rest on your ears.

2. Look for low-quality metal hinges.

Open the glasses and look at them from the back. The hinges in the corners of the glasses should be of good-quality metal construction. They should be cleanly bolted to the glasses, not glued on or held in place with cheap plastic, these are signs of cheap, rushed manufacturing processes. Many — but not all — Ray-Bans have a distinctive metal hinge that contains seven interlocking metal "teeth". Seeing this is a good sign, but its absence shouldn't be cause for concern, as other types of high-quality metal hinges are sometimes used (for instance, for Ray-Ban's Aviators and Clubmasters).



3. Look for low-quality details in the corners of the glasses.



Look at your glasses from the front. If you're wearing most models of Wayfarers or Clubmasters, you should see small, silver, horizontal diamond or oval-shaped marks in the corners of the eyes. These should be sharp, shiny, and well-made. You shouldn't be able to scratch any of the shiny material off and they shouldn't seem like they can be easily removed. If the engravings don't look very well-made, there's a good chance that the glasses aren't, either. Also notice the difference in the shape of the silver details.

4. Look for a poor "RB" etching on one of the lenses.

All Ray-Ban glasses will have a small, almost-imperceptible "RB" etched in the trademark Ray-Ban font on the left lens. This will be small and near the edge of the lens, just below the hinge. It may be easier to see if you shine a light at the glasses from an angle. If your glasses are fakes, they may not have this etched logo at all or it may appear smudged or sloppily-etched. Note, however, that some pre-2000 models may have a "BL" etching. This stands for "Bausch & Lomb," the company that originally owned Ray-Ban.



5. Check the temple logo.



There should be a cursive "Ray-Ban" logo on the temple portion of the glasses. Look at this closely — it should be cleanly, professionally attached by pin, sitting more or less flush against the "arm" of the glasses. If the logo itself seems poorly-made or stuck with glue onto the side of the glasses, your glasses are probably not genuine. Obviously, for Ray-Ban models with very thin temple "arms", like Aviators, no logo is present.

6. Check the style code placement.

On the inside of the left arm there will be the style code for the glasses. This is easily copied, however real Ray Ban's will have this text right up by the hinge, fakes usually have it much further down and will be poorly printed.



Ray-Ban

Top Sellers

Here are the top selling Ray Ban styles that seem to fly off the shelves as soon as you have them in stock!



• RB 4165 JUSTIN 55mm
\$190

Ray-Ban Justin's are our Number 1 Top Selling sunglass. Great for all face shapes and sizes.



• RB 3025 AVIATOR 58mm
\$260

Aviators have been in around since 1937 when Ray-Ban first launched. This iconic style is classic and timeless.

• RB 3016 CLUBMASTER 51mm
\$240



Clubmaster's are another classic look with a retro edge.

The New Wayfarers are an updated take on Ray-Ban's classic wayfarer.



• RB 2132 NEW WAYFARER 55mm
\$220

Who's wearing Ray-Ban

Taylor Swift at Coachella in some Wayfarers



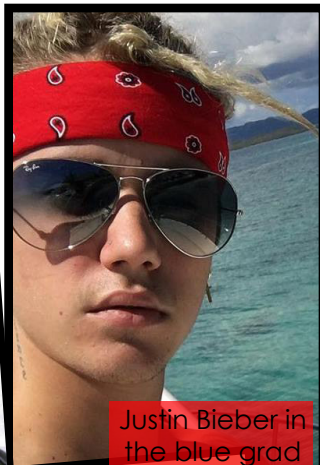
Cara Delevingne in purple aviators



Ashley Benson pulling of some RB 3447



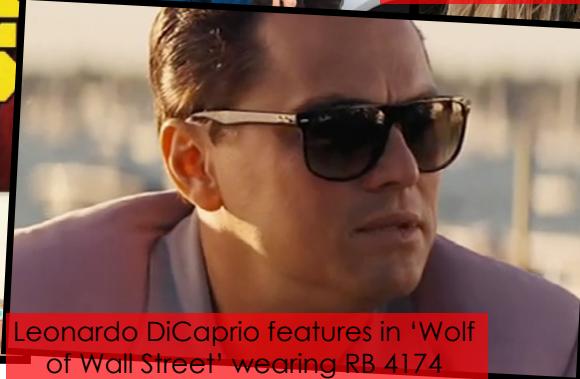
Justin Bieber in the blue grad aviators



Wiz Khalifa wears RB 2132



Leonardo DiCaprio features in 'Wolf of Wall Street' wearing RB 4174



Emma Stone wears wayfarers in 'Easy A'

