

## **Essilor and Luxottica launch first joint product offering in U.S.: “Ray-Ban Authentic” enhanced with Essilor technology**

**Dallas & New York (January 12, 2021)** – EssilorLuxottica is launching the first commercial product leveraging the strength of the new Group by strategically combining the expertise of Essilor and Luxottica.

The latest edition of Ray-Ban Authentic represents the perfect match of Ray-Ban’s legendary style and Essilor’s expertise in sight and will capitalize on the assets of both to meet consumer needs with the aim of diversifying the single vision category as well as growing the prescription sun category for private practices. This latest edition will launch on January 19, 2021.

Ray-Ban’s history in the field of prescription lenses has witnessed many ground-breaking developments, but the combination of iconic frames and the latest generation of clear, gradient and sun lenses is a significant revolution made possible by the integration of Essilor and Luxottica. The key innovation is the ability to offer premium and lightweight lenses that perfectly adapt to the shape and curvature of the Ray-Ban frame, making the most of the latest optical technologies.

With prescription glasses being an important part of every look, there will be over 1,400 lens-frame combinations available to consumers, including those featuring Transitions technology with photochromic lenses and blue light filtering. The new range also includes a Special Edition, enhanced with Essilor’s best-known and most innovative lens solutions such as Varilux, Eyezen and Crizal.

Ray-Ban’s complete experience with its tailored optical solutions by Essilor creates a new innovative category for a future of fully customized products for both customers and consumers.

*“This is a product offering that will help shape the market for years to come,”* said Fabrizio Uguzzoni, President of Luxottica Wholesale North America. *“Consumers and patients – Ray-Ban lovers in particular – are hungry for a more complete branded experience. With Ray-Ban Authentic we will deliver that, along with the most innovative lenses in the market, making this a magical melding of style and sight that will benefit ECPs and consumers alike.”*

*“Private practices will now have an elevated and differentiated complete pair offering that taps into the deep-rooted passion and love of the Ray-Ban brand through Ray-Ban Authentic Essilor Special Edition,”* said Rick Gadd, President, Essilor North America. *“This is another way that EssilorLuxottica delivers for independent practitioners to maximize success and provide patients unparalleled style and sight through uncompromising care.”*

For more information, ECPs can visit [www.EssilorPRO.com/Ray-Ban](http://www.EssilorPRO.com/Ray-Ban) or contact their Essilor Account Executive.

*EssilorLuxottica is a global leader in the design, manufacture and distribution of ophthalmic lenses, frames and sunglasses. Formed in 2018, its mission is to help people around the world to see more, be more and live life to its fullest by addressing their evolving vision needs and personal style aspirations. The Company brings together the complementary expertise of two industry pioneers, one in advanced lens technology and the other in the craftsmanship of iconic eyewear, to set new industry standards for vision care and the consumer experience around it. Influential eyewear brands including Ray-Ban and Oakley, lens technology brands including Varilux® and Transitions®, and world-class retail brands including Sunglass Hut and LensCrafters are part of the EssilorLuxottica family.*

*In 2019, EssilorLuxottica had over 150,000 employees and consolidated revenues of Euro 17.4 billion.*

*The EssilorLuxottica share trades on the Euronext Paris market and is included in the Euro Stoxx 50 and CAC 40 indices. Codes and symbols: ISIN: FR0000121667; Reuters: ESLX.PA; Bloomberg: EL:FP.*

## CONTACTS

### **EssilorLuxottica Investor Relations**

(Charenton-le-Pont) Tel: + 33 1 49 77 42 16

(Milan) Tel: + 39 (02) 8633 4870

E-mail: [ir@essilorluxottica.com](mailto:ir@essilorluxottica.com)

### **EssilorLuxottica Corporate Communications**

(Charenton-le-Pont) Tel: + 33 1 49 77 45 02

(Milan) Tel: + 39 (02) 8633 4470

E-mail: [media@essilorluxottica.com](mailto:media@essilorluxottica.com)