



MULTI-HYPHENATE ARTIST A\$AP ROCKY APPOINTED AS FIRST EVER CREATIVE DIRECTOR FOR RAY-BAN

The Iconic Brand Teams Up with Global Superstar to Redefine Style and Vision for Ray-Ban Studios

January 30, 2025— Milan, IT — Ray-Ban is excited to announce the appointment of fashion innovator and entrepreneur, A\$AP Rocky, as its first-ever Creative Director. Known for his trendsetting influence in both the music and fashion industries, Rocky will bring his distinctive vision to Ray-Ban Studios, guiding creative projects and shaping the future of the brand's image & design. He kicks off the appointment with **the Blacked Out Collection**, a redesign of the Mega Icons with a brand new lens type, expected for release in April of 2025.

A Visionary Partnership

A\$AP Rocky, born Rakim Mayers, has taken the world by storm since his emergence in 2011. He's amassed billions of musical streams and multiple award nominations. Now, on the heels of his fourth studio album, *Don't Be Dumb*, Rocky takes the helm as the first ever Creative Director for Ray-Ban Studios, the creative platform that launched in 2016 which celebrates the power of music and stories of courageous artists. The partnership marks a major step in Ray-Ban's evolution, blending its rich heritage with contemporary culture infused with Rocky's signature style.

"I've always admired Ray-Ban's ability to stay true to its roots while constantly evolving," said A\$AP Rocky. "I'm excited to be part of the strong heritage and develop the next chapter for an iconic brand like Ray-Ban."

"Ray-Ban transcends the eyewear industry; it's not just a brand, it's a lifestyle. For nearly 80 years the brand has been on the faces of the most iconic musicians, artists, actors and heroes – shaping and re-shaping the status quo, leading cultural revolutions of all the times. Today, we are welcoming A\$AP Rocky into our family; he's a visionary artist and creator. His ability to push the boundaries of the diverse worlds he explores, aligns with the Ray-Ban DNA. We are reinforcing the brand's values of innovation, pioneering spirit, and courage. Let the future begin!" says Ray-Ban President, Leonardo Maria Del Vecchio.

Bringing Bold Ideas to Life

Rocky will launch disruptive frames that blend classic elements with bold and modern influences. **The Blacked Out Collection** includes traditional iconic styles turned Mega featuring

gold plated details and brand new ultra-black lenses. His involvement will extend beyond designing eyewear by directing campaigns, redesigning Ray-Ban stores while incorporating music, fashion, and the arts.