



Ray-Ban

LIMITED EDITION

VISION SOURCE

2026 COLLECTION

GTM GUIDE

STORYTELLING

THIS YEAR CELEBRATES 35 YEARS OF VISION SOURCE. TO COMMEMORATE THIS MILESTONE, RAY-BAN IS LAUNCHING FOUR NEW COLORS IN OUR EXCLUSIVE VISION SOURCE STYLES. TRANSPARENT STRIPED BLUES, TRANSPARENT BROWN, AND SLEEK GOLD METALS ADD A FRESH LOOK, INSPIRED BY THE LATEST TRENDS IN OPTICAL.

WITH THESE 4 NEW COLORS, WE ARE CONTINUING OUR COMMITMENT TO VISION SOURCE BY OFFERING A FULL 16-PIECE EXCLUSIVE COLLECTION - THE LARGEST VISION SOURCE EXCLUSIVE ASSORTMENT TO DATE.

IN THE GUIDE YOU WILL FIND EVERYTHING YOU NEED TO SUPPORT THIS COLLECTION – DEDICATED ASSETS, COPIES, AND IN-STORE SUPPORT TOOLS.



Ray-Ban

LIMITED EDITION

VISION SOURCE EXCLUSIVE RECAP

0RX5413



COL 2000

0RX6493



COL 2890

0RX5414



COL 5174

0RX5437



COL 2001

CARRYOVER



COL 5765



COL 2973



COL 2012



COL 8267

NEW COLOR
ADDS 2026



COL 5629



COL 2502



COL 2000



COL 2000



COL 8456



COL 2500



COL 8455



COL 8456

*ALL 16 SKU'S ARE SAMPLED FOR ALL US OPTICAL REPS

VISION SOURCE 2026 COLOR ADDS

ORX5413
COL 8456



ORX5437
COL 8456



ORX6493
COL 2500



ORX5414
COL 8455



VISION SOURCE TRADE MARKETING TOOLS

TENT CARDS



DEDICATED TENT CARD

LOGO PLAQUE INSERT



CO-BRANDED LOGO PLAQUE

STICKERS

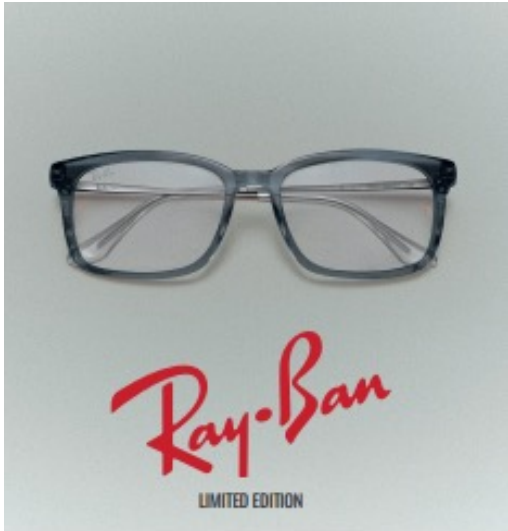


LENS STICKERS

SOCIAL ASSETS



DOWNLOAD 



DOWNLOAD 

SOCIAL COPY

MAIN COPY:

- CELEBRATE 35 YEARS OF VISION SOURCE WITH RAY-BAN'S NEWEST COLLECTION. FROM DELICATE METALS TO SMOOTH ACETATES, EACH DESIGN BRINGS A SLEEK, MINIMAL TOUCH TO YOUR LOOK. FIND THE PAIR THAT DEFINES YOU.
- THE LATEST STYLES, DISTILLED. THE MANY FORMS OF EVERYDAY EXPRESSION, UNFILTERED. FROM DELICATE METALS TO SMOOTH ACETATES, FIND THAT PAIR THAT DEFINES YOU.

PRODUCT COPY:

- **RX5413 8456**
SHARP LINES MEET CLEAR VISION IN THIS RECTANGULAR OPTICAL FRAME. MADE FROM STRIPED BLUE ACETATE, IT ADDS AN EFFORTLESS TOUCH TO ANY LOOK.
- **RX5437 8456**
EFFORTLESS STYLE, MADE FOR EVERY DAY. THIS SQUARED OPTICAL STYLE COMBINES A STRIPED BLUE ACETATE FRONT WITH GUNMETAL TEMPLES, ADDING AN EDGE TO THE MINIMAL SILHOUETTE.
- **RX5414 8455**
SLEEK AND MINIMAL, THIS OPTICAL FRAME OFFERS AN EFFORTLESS LOOK. THE SQUARE SHAPE, MADE FROM STRIPED BROWN ACETATE, IS DETAILED WITH CLASSIC RAY-BAN RIVETS AND A LOGO ON THE TEMPLE FOR A FINAL BRANDED TOUCH.
- **RX6493 2500**
DESIGNED FOR COMFORT AND STYLE, THIS OPTICAL FRAME FEATURES A GOLD METAL PANTHOS SILHOUETTE WITH CLEAR NOSE PADS. SHINY AND LIGHTWEIGHT, IT'S MADE TO ADD A SLEEK TOUCH TO ANY LOOK.