



### THE MARKET

Sunglasses in the 1990s perform a dual function: they provide essential protection for our eyes, and at the same time are an indispensable fashion accessory.

Scientific research established long ago that without the protection of premium quality sunglasses our eyes are exposed to the danger of injury over both short and long term. The result may be headaches and nausea or, more seriously, cataracts - to name a few common complaints.

Particularly in Australia protection from the sun's UV rays ought to be reason enough to wear good sunglasses. But in today's self-conscious society, the consumer demands not merely sunglasses, but sunglasses that will enhance the image through 'cool' and attractive styling, and through the prestige that certain brand labels bring.

Indeed sunglasses have become such an important fashion accessory that just under a million units of premium quality sunglasses (over \$70 a pair) are sold in this country.

### ACHIEVEMENTS

Ray-Ban can fairly claim to be the most stylish and trusted brand of sunglasses in the world. It has dominated the premium sunglass market in Australia and internationally because, like no other sunglass brand, Ray-Ban has been able to combine superb design and styling with quality: these characteristics are the hallmarks of the Ray-Ban name.

It is on this foundation that the brand's image has been built. Today Ray-Ban enjoys over a third of a very cluttered premium sunglass market in Australia



and double the share of its closest competitor.

Research shows that over 90% of purchasers would buy Ray-Ban sunglasses again and some 78% plan their Ray-Ban sunglasses purchase in advance. Buying Ray-Ban is therefore a strictly conscious decision which is some indication of the fierce loyalty the brand commands.

The strong positive image of Ray-Ban is certainly one reason why over 75% of Ray-Ban purchasers would go to another shop if they could not buy Ray-Ban sunglasses at the first one they visited.

Ray-Ban's frames and lenses have won a string of awards in recent years for design excellence in the field of fashion. These include the prestigious Fashion Designers of America award for outstanding contribution to fashion, and the Woolmark award for Ray-Ban's continuing influence on men's fashion.

### HISTORY

From its beginnings in a small optometrist's practice in 1853, Bausch and Lomb has grown today to be an international organisation of great repute with headquarters in Rochester, New York.

Bausch and Lomb's unsurpassed reputation for manufacturing the highest quality sunglasses was sparked by the exacting requirements of a US Army Air Corps lieutenant by the name of John MacCready. In 1936 he asked Bausch and Lomb to manufacture an absorptive glass for use in flyers' goggles. The idea was to protect pilots' eyes against the bright glare encountered above the clouds and which caused headaches and nausea for airmen.

Bausch and Lomb put a lot of money into researching the ideal goggles to meet the army's requirements and came up with the first Ray-Ban 'green glass'. These lenses not only cut glare but also checked ultraviolet and infrared rays.

Bausch and Lomb introduced these anti-glare lenses onto the market as commercial sunglasses. Their premium price initially drew criticism until

people tried the sunglasses for themselves. Within a few months, very high sales had swept away any doubts about the premium quality, premium priced product. In 1937 the sunglasses were christened 'Ray-Bans'.

In 1956 Ray-Ban responded to consumer demand for sunglasses which were fashion accessories as well as protective eyewear. Bausch and Lomb expanded the Ray-Ban line with new styles for frames which were a giant leap away from the standard prescription models used up to that time. Further changes to lens quality and colour have continued to evolve ever since as different market needs arise.

The unique Ray-Ban image owes a good deal to





the brand's inextricable links to Hollywood. Many Hollywood legends have worn Ray-Bans and so do a number of today's top stars.

Among hundreds of recent films in which Ray-Bans have been worn are 'The Blues Brothers', 'Top Gun' and the just released 'Men in Black' and sales of the Ray-Ban ranges have skyrocketed on the basis of the films and its stars. There is no doubt that when Tom Cruise, Brad Pitt, Jack Nicholson, Will Smith and countless other Hollywood superstars are snapped wearing their Ray-Bans it has a positive impact on sales. In Australia too when fashion leaders such as Elle MacPherson and cutting edge design team Peter Morrissey and Leona Edmiston are seen in magazines wearing Ray-Bans, a similar positive effect on sales occurs.

#### THE PRODUCT

All Ray-Ban products are manufactured from top quality materials and engineered precisely to ensure the highest of standards are maintained. Bausch and Lomb seeks, quite simply, to create the world's finest lenses, providing optimum protection from ultraviolet rays, reducing infra-red transmission and balancing light absorption. The company was responsible virtually singlehandedly for initiating the scientific study of sunglass lenses.

At the same time, Ray-Ban has become famous for style and comfort, while durability is also important to consumers. Consequently, all Ray-Ban lenses are made from the highest grade optical quality glass. A multi-stage tempering process gives lenses extra durability and enhances their resistance to scratching.

Every metal component of the Ray-Ban product is handcrafted, and all Ray-Ban frames are shaped for full eye coverage with self-adjusting nose pads for comfortable weight distribution.

Each pair of Ray-Ban sunglasses is inspected twenty times during manufacture, and is then covered by warranty against defects. All Ray-Ban sunglasses must pass a series of tests to show that they absorb or reflect at least 65% of all visible light, meet stringent Australian standards for colour recognition (for safe driving), and provide 100% protection from the sun's harmful ultraviolet rays.

#### RECENT DEVELOPMENTS

Market research in recent years has suggested to Bausch and Lomb that consumers respond strongly to the brand's classics ranges. Yet they also eagerly seek new styles with the Ray-Ban name.

Ray-Ban has reacted to this in its 1996 and 1997 ranges by introducing a variety of new styles. From the high tech Orbs and chic Sidestreet, Mondo Metals and Rituals Collection through to the more streetwise Daddy-O and Tanker collections, Ray-Ban is more than ever meeting the needs of a wide range of premium sunglass wearers.

Ray-Ban has also entered the sports market with its Phantom, X-Ray and Spray ranges. These styles are worn by some of Australia's highest profile athletes both on and off the field, including World triathlon champion Miles Stewart, Australian Rugby captain John Eales, Olympic superstar Scott Miller, Australian Rules greats Tony Lockett and James Hird, Rugby League's most marketable player Wendell Sailor and cricketer Michael Bevan. Indeed Ray-Bans were the official sunglasses worn by the Australia Olympic team in 1996.

#### PROMOTION

Ray-Ban was first advertised in 1937. Since then the marketing of Ray-Bans has become very sophisticated. The brand places a heavy emphasis on displaying the product and its support advertising material in the best possible light, utilising the highest quality display stands and materials at point-of-sale.

Ray-Ban has become something of a cult in the world of fashion. Its glamorous image has been promoted through fashion journals and by celebrities who choose Ray-Bans as the sunglasses to be seen in.

Enjoying such cult status, the Ray-Ban brand invests little in advertising although it has undertaken a strategic campaign involving print, TV, outdoor and PR in the past year to inform the market of exciting additions to its range both in Australia and internationally.

Ray-Ban is also concerned with educating the public on the need to block ultraviolet rays, and this is a primary function of Ray-Ban sunglasses. It has

become a vital component of promoting Ray-Ban to ensure that the sunglass purchaser understands how important eye protection is.

#### BRAND VALUES

Ray-Ban sunglasses live up to their own high standards. They are premium quality, and are scientifically designed and tested to ensure optimum vision and efficiency at protecting the eyes. They are durable and, because they are so hard-wearing, are also good value. They are also stylish, fashionable and glamorous.

Bausch and Lomb set out to be the world's leading manufacturer of the finest possible sunglasses and has more than achieved its aim. Ray-Ban is constantly refining its technology to produce even better frames and lenses with higher protection whilst retaining the brand's classic image. Quality and innovation are the keys to the brand's success. Ray-Ban can be trusted to both protect and impress.



#### Things you didn't know about Ray-Ban

- Ray-Ban sunglasses undergo a series of stringent tests before going onto the market - including one which involves dropping a 15cm steel ball from 128cm onto each lens.
- All Ray-Ban plastic frames spend between three and ten days tumbling in a mixture of wooden 'shoe pegs' and polishing compounds to ensure a satin smooth finish.
- During the Second World War, Ray-Ban lenses were standard government issue to the US Air Force to protect pilots' eyes from glare when flying above cloud-level.
- Although Ray-Ban is commonly associated with movie stars and celebrities it was General Douglas MacArthur, as commander in-chief of Allied forces in the Pacific during World War 2, who initially brought fame to the gold framed Ray-Ban sunglasses.