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First Ray-Ban store opens in Malaysia



After opening its first store in New York in 2015 – and more recently, London, Shanghai and Milan, Ray-Ban is now training its sights on Malaysia.

Located in Suria KLCC, the new retail space boasts over 400 pairs of eyewear. It provides an extensive product offering comprising sunglasses and optical, as well as junior designs.

“We want to create a complete Ray-Ban experience and not just a store for our customers,” says Alessandro Medi, Luxottica’s regional director of retail South East Asia.

“A physical store will embody the core principles of the Ray-Ban spirit into a physical space. It will also offer consumers a complete Asian product assortment and service,” he adds.

The store also tells the story of Ray-Ban’s four icons – Aviator, Wayfarer, Round and Clubmaster, with a visual feature on their reinvention and storied history of the past 80 years.

A universe that encapsulates each of the well-loved Ray-Ban designs is detailed using digital collages. These combine illustration and photography to explore the particular heritage of each style.

For the first time in Malaysia, Ray-Ban lovers can combine the style they love with the prescription they need. Each unique pair will be tailor made to each customer’s exact prescription.

To reinforce the brand’s connection with consumers, store associates have been trained to guide consumers to select the most suitable pair of Ray-Ban to match their facial features and their personality.

(Source : <https://www.star2.com/style/2018/05/14/first-malaysia-ray-ban-store/#AotAUPBtr1tIStR.99>)