

Ray-Ban Embraces Korean Pop Culture for New Campaign

Ray-Ban continues to align itself with the heart of culture, music, fashion, and film as it debuts a new Korean pop-culture-themed campaign, “Ray-Ban.EXE.”

This new campaign, which premiered Thursday (Sept. 4), also features a short film of the same title, blending the visual language of Korean webtoons with dystopian storytelling and calling viewers to their own creative awakening.

Ray-Ban.EXE reflects the fashionable eyewear brand’s strategic shift toward Korean pop culture as a key conduit to the next global generation. Aimed primarily at the Generation Z demographic, the campaign capitalizes on the growing influence of Korean pop culture, which has a worldwide stronghold on youth identity.

Ray-Ban's EV11 robot at the launch of the Ray-Ban.EXE campaign in Seoul, South Korea

Ray-Ban

The campaign and film made their debut at the brand's first-ever pop-up in Seoul, South Korea, in the Seongsu-dong neighborhood. This area has been described as the Brooklyn of Seoul due to its warehouse cafes, boutique shops, and art spaces, which lend to its cool vibe. The launch brought together cultural trailblazers to the nucleus of this creative scene, which has taken on global importance.

The short film positions Ray-Ban as a catalyst for cultural identity and creative freedom. It follows EV11, a robot programmed to erase individuality, who discovers a pair of Ray-Ban Clubmasters that trigger his transformation into human form, and with it, the rebirth of identity and self-

expression.

Ray-Ban's new Korean-influenced anime campaign, Ray-Ban.EXE
Ray-Ban

Earlier this year, Ray-Ban appointed hip-hop artist A\$AP Rocky as its first creative director, guiding projects and shaping the future of the brand's image and design.

In addition, the brand also ventured into the tech space with Meta Ray-Ban smart glasses. The wearable, artificial-intelligence-powered technology enables wearers to capture photos and videos, listen to music, make calls, send texts using voice commands, and more.

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