

CARRERA

SINCE 1956

CARRERA – 2011/2012 EYEWEAR COLLECTION

CARRERA EYEWEAR PRESENTS A HERITAGE INSPIRED AND ICONIC DETAILED COLLECTION

The new CARRERA eyewear collection is dedicated to those who “**live in the fast lane**”, who are not afraid to achieve goals, dreams and desires, and who express their individuality without hesitation or regret. The new sunglasses and optical frames are dedicated to those who follow the message behind the CARRERA campaign. “**AFTER ALL, NO REGRETS**” is an exhortation to live life with intensity and determination, accompanied at all times by CARRERA eyewear.

The heritage spirit and iconic details define the essential sunglasses for this coming season:

> **Iconic design** – The consistently best-selling CHAMPION model is an indisputably iconic fashion accessory. The **CHAMPION/HIGH** teardrop sunglasses are produced in Optyl, the registered trademark by Safilo Group which identifies an ultra-lightweight plastic material with refined colour effects. They are now customised with **unique and inimitable metal details**, such as the “C” icon on the nosepiece and the laser-engraved enamelled logo on the temples. Even the colours are new with dark havana, glossy black and matte black, all with superior glass lenses for outstanding vision quality.

> **Heritage details** – The teardrop, aviator and mask versions, produced in steel and metal, are characterised by the **iconic bridge** on the front of the frame, a stylistic hallmark of CARRERA. The “C” logo is also present and is a distinctive and timeless element (mod. **CARRERA 15** and **CARRERA 18**). The frames are proposed in bold colour combinations, such as dark ruthenium/havana, pink/fuchsia, sky blue/blue, lilac/violet (CARRERA 15); matt black/palladium, gold/black (CARRERA 18).

> **Identity spirit** – The new injection-moulded mask exudes a brash personality through its thick frame, underlined by a metal bar on the front and by iconic graphic lines on the temples (mod. **CARRERA 26**). This model is proposed in new colours, such as black, black/red, havana/crystal, white/crystal, blue/crystal, black/crystal.

Vintage influences and **authentic personality** define the new optical frames:

> **Easy vintage** – Refined details inspired by the brand's heritage define the unisex optical frames produced in multi-layered acetate. They are generously proportioned for a perfect Eighties look and come complete with contrasting graphic stripes, an iconic element of the collection that accentuates the contour of the temple. The metal logo is visible against pop or classic tones (mod. **CA6182**).

> **Iconic mood** – This unisex optical frame produced in multi-layered acetate reveals its vintage inspiration in its iconic details, such as the photo-engraved logo and the contrasting graphic lines, visible against the temples (mod. **CA6183**).

> **Sporty attitude** – This men's steel and metal optical frame has a light, slimline frame with a perfect Eighties style. Vintage spirit mingles with a sports-glam look in the teardrop shape with double bridge and in the graphic lines, an unmistakable reference to the brand's roots (mod. **CA7569**).

The CARRERA collection of optical frames and sunglasses is produced and distributed by the Safilo Group.

Safilo Group Press Office

Tel. : +39 / 049 / 698 5459

Fax : +39 / 049 / 698 7075

E-mail: pressoffice@safilo.com