

# **CARRERA**

SINCE 1956

## **FOR IMMEDIATE RELEASE**

### **CARRERA “CHAMPION” SUNGLASSES KEEP TRAVIE MCCOY SHADED IN STYLE IN GYM CLASS HEROES NEWEST MUSIC VIDEO “ASS BACK HOME”**

Padova, Italy (December 14, 2011) – CARRERA announces the inclusion of its “Champion” sunglasses model, worn by lead singer Travie McCoy, in the latest Gym Class Heroes music video “Ass Back Home.” The track is featured on the band’s current album *The Papercut Chronicles II*.

Sleeping on buses and in hotel rooms in different cities every night, the documentary style video showcases the hard, taxing lifestyle of an artist while on tour. Fortunately, for lead singer Travie McCoy, his distinctive CARRERA “Champion” sunglasses help keep him stylish and charismatic during even the most trying times while on the road.

The CARRERA “Champion” sunglass model is inspired by the original design first introduced in the early Eighties and produced in Optyl, an extremely lightweight and hypoallergenic patented material that is proprietary to Safilo Group.

“Ass Back Home” is currently in rotation on all major musical broadcast and online outlets.

For further information [carreraworld.com](http://carreraworld.com)

#### **ABOUT CARRERA**

CARRERA’s trademark history in the sector of sports eyewear began in 1956. The sunglass brand reached new heights in popularity in the 1980s, becoming one of the most iconic fashion sunglass collections of the decade. In 1996, Safilo Group acquired CARRERA, a market leader in sunglasses and prescription eyewear. Today, CARRERA remains an iconic and successful international eyewear brand synonymous with design, innovation and quality.

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