

CARRERA – PREVIEW FALL/WINTER 2010 EYEWEAR COLLECTION

CARRERA presents its new sunglasses for next season: the latest proposals, which boast a distinctive style and unmistakable details, are guaranteed to get noticed with their winning design.

“Must-have” shades for the coming months include the **SPEEDWAY** model, with its injection-moulded drop shape and prismatic-effect colour combinations: purple-crystal-white, brown-crystal-yellow, black-crystal-orange, black-crystal-silver. Personalized with the CARRERA icon on the fronts, the new models also stand out thanks to contrasting graphic lines on both front and temples

Perfect urban appeal for **TOPCAR 2**, the injection-moulded mask model with a contemporary personality. A soft shape, the CARRERA icon on the front and contrasting graphic lines all define the new model. The colour palette emphasizes the design with striking juxtapositions: red-crystal-black, black-crystal-blue, white-crystal-fuchsia and white-crystal-purple.

Other unisex models continue to evoke the vintage spirit typical of the Carrera brand. **PANAMERIKA 1/P** and **PANAMERIKA 2/P** are two models with square or oval metal frames, featuring temples personalised with the logo and a graphic line, set against bold colours of coral, fuchsia, wisteria, gold/white, (PANAMERICA 1/P), or gold/white, havana/gold/white, fuchsia/pink, wisteria (PANAMERICA 2/P).

The irresistible success of the **CHAMPION** model continues, reinforcing its style icon status. The CHAMPION/C sunglasses, with their highly distinctive oval shape, are produced in Optyl, a trademark for an ultra-light hypo-allergic material. This model also features unusual chromatic effects and is now available in new colours, such as white/crystal, fuchsia/crystal, red/crystal and white/crystal.

The collection also draws attention to new women's models: sunglasses hark back to Sixties styles with large, soft designs in acetate, offering rounded shapes (**HIPPY 1**) or boxier versions (**ASTER 2**). Available in vintage-inspired shades of honey havana, black-white-brown, plum-lilac, cream, brown-white, red-wisteria (HIPPY 1) or brown-beige, brown-red, blue-orange, havana-honey, grey-white-black and black (HIPPY 2).

The super cool **ANDY** sunglasses feature an oversize acetate frame with rounded contours and original high temples, all exuding vintage charm. The CARRERA logo appears at the tenon of temples, silhouetted against trendy new colours like navy-blue, white, purple, coral and aubergine.

The collection of optical frames features noteworthy masculine pieces with a modern personality. Such models have a rectangular acetate front and steel temples that display original filigree decorations (mod. **CA6161**). The colour range reinforces the rigorous mood of the design with black/dark ruthenium black, red with black streaks/palladium-black, orange with horn streaks/black-palladium, streaky blue/black ruthenium

The new optical frames for women exude an eye-catching retro style, exemplified by the butterfly model in acetate. This is available in pastel shades such as pearlescent white, streaked smoke, streaky pearlescent purple, streaky yellow, streaky red and black/white/grey (mod. **CA6162**)

Other outsized geometrical acetate optical frames (mod. **CA 6160** and **CA6158**) project irresistible flair and flaunt broad bold temples. They are conceived for a woman capable of interpreting new trends assertively and convincingly. The generous volumes bear the CARRERA logo on the temples and are emphasised by their chromatic glamour with colours such as smoky pearl-white, streaked red, marbled pink-pink, streaky purple, pale havana and black (CA 6160), or else black/grey, smoky pearl-white, red-black, havana-black, deep cyclamen/pink and dark blue-light blue (CA 6158).

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