



DISTINCTIVE PERSONALITY FOR THE NEW CARRERA OPTICAL FRAMES

August 2010 - For next season, **CARRERA** presents optical frames with a distinctive and modern design, based on the Seventies and innovative design details to emphasise the contemporary spirit of the brand.

With an elegant yet simple shape, the optical frames are particularly appealing with their retro and modern style (mod. **CA6167**). The temples are highly comfortable due to the flex hinge and are also personalised by the logo, underscored by twin-coloured stripes. The decisive colour combinations include black/red/crystal, black/white/blue, white/red, crystal/black/white/red, black/grey/crystal.

Essential and tough, the acetate frames feature a round front and metal temples which attract attention with a vintage yet modern personality (mod. **CA6165**). A contrasting graphic line emphasises the logo on the temples and is visible against a number of impacting colours, including black/dark ruthenium, black/ice/black/white, green/palladium, smoke/violet, red/ruthenium, Havana/grey/dark ruthenium and striated violet/palladium.

The linear designed optical frames have a rectangular steel design (mod. **CA7531**). The injected temples present a graphic line that matches the logo to emphasise the decisive and dynamic design of the model. Semi-matte black, black/palladium, matte blue and palladium/black/white are all the strong available colours of this model.

Other men's optical frames feature modern details that give a stylish look (mod. **CA7534**). The steel and acetate frames are personalised by the metal plaque-logo positioned on the temples, making these frames a real eye-catcher. The model is emphasised by its rectangular and lightweight shape, it comes complete with nylon-supported lenses and the frames are available in a series of strong colour combinations: bronze/brown/havana, black/red/Havana, black/blue/white, black/crystal/white, ruthenium/black/grey, black/ruthenium.

The CARRERA collection of optical frames and sunglasses is designed by Enzo Sopracolle, and 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