



“CARRERA IGNITION NIGHT” #1 THE BRAND MARKS A NEW PATH

Milan, February 22, 2013 - Carrera gets ready to rev the engine and brighten up the night: the brand returns to its origins to rediscover its authentic “racing attitude”, which has always been part of its DNA, and presents its new eyewear collection, that perfectly embodies its spirit and is dedicated to energetic people who live life at full speed.

At the MIDO exhibition that will be held on **Saturday, March 2**, Carrera will launch a key project that will mark the beginning of a new era for the brand. ***Carrera Ignition Night #1*** will reveal the true spirit of this iconic leading international fashion eyewear brand: from its roots in car racing to its stylistic heritage and the brand’s new identity.

The **Fabbrica del Vapore** in Milan will host the event: it won’t be just a space dedicated to the brand’s history, from its origins - in 1956 - to the present day, it will also be the perfect post-industrial setting for four special installations, all of which have a common thread: the new exclusive “**Victory C® Logo**”.

International guest stars include **Theophilus London** – the 25-year-old Trinidad-born, Brooklyn-raised recording artist who blends hip hop and fashion and whose shows are sold out everywhere – and **Hercules and Love Affair Soundsystem**, a musical project by DJ and producer Andrew Butler.

At the event, Carrera will unveil its new identity, which now has four different personalities, albeit with a common theme: passion for a world that evokes strong emotions combined with a sophisticated style and an urban atmosphere, as well as unmistakable, original design.

CARRERA/ICONS - a timeless flair and a forthright personality: the top-of-the-range CARRERA/ICONS models look to the past, reinterpreting the “best of Carrera sunglasses” with a contemporary touch.

CARRERA/MUSES - magnetic and sophisticated: the CARRERA/MUSES models reflect the brand’s essence yet feature a new, contemporary allure.

CARRERA/CRAZE - stylish, sexy, ultra-colourful: the CARRERA/CRAZE glasses follow the latest trends yet remain true to the brand’s attitude.

CARRERA/ACTIVE - dynamic, practical, easy-to-wear: outdoor enthusiasts can’t live without them.

Several international events will follow hot on the heels of the one in Milan: Carrera Ignition Nights will be held in Madrid, New York, Beijing and Sao Paolo, revealing the brand’s “racing heritage” to the world.

Stay tuned!

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Carrera 5001

The exclusive all-over “Victory C[®] Logo” print on the inside of the temples adorns the new Carrera 5001 sunglasses in multi-layer acetate, lending an original, vibrant colour effect to this model: grey-charcoal grey, orange-purple, grey-yellow, aqua-pink, Havana-orange, pink-grey.



Carrera 6000

The Carrera 6000 sunglasses are a true best-selling item. This model - featuring the iconic wavy temples that have become the brand’s distinctive signature detail - now explores new, contemporary colour combinations: cream front with gold mirrored lenses and transparent grey with green mirrored lenses. This proposal is made from Optyl[®], an ultra-lightweight, hypoallergenic material designed not to deform, even at high temperatures.

CARRERA

Carrera’s history dates back to 1956, when Austrian sports eyewear maker Wilhelm Anger founded the brand, drawing inspiration from the “Carrera Panamericana” road race. Originally the brand produced motorcycle goggles and ski masks, but it soon broadened its product range to include ski helmets and then entered the fashion industry with its trendsetting collections of sunglasses and optical frames.

Acquired by the Safilo Group in 1996, Carrera continues to be a successful leading international brand and a symbol of design, innovation and quality.

SAFILO GROUP

Founded in 1934, the Safilo Group is a leading international brand in the premium eyewear sector for sunglasses, optical frames and sports eyewear. With an international presence through 30 company-owned subsidiaries in primary markets – in Europe, the US, and Asia – and through exclusive distributors, Safilo produces and distributes its house brands – Safilo, Carrera, Polaroid, Smith Optics, Oxydo – and the licensed brands Alexander McQueen, Bobbi Brown (starting 2014), Banana Republic, Bottega Veneta, BOSS, BOSS Orange, Céline, Dior, Fossil, Gucci, HUGO, J.Lo by Jennifer Lopez, Jimmy Choo, Juicy Couture, Kate Spade, Liz Claiborne, Marc Jacobs, Marc by Marc Jacobs, Max Mara, Max&Co., Pierre Cardin, Saint Laurent, Saks Fifth Avenue, and Tommy Hilfiger. For further information: www.safilo.com