



**FOR IMMEDIATE RELEASE**

**CARRERA SUNGLASSES KEEP USHER'S LATEST MUSIC VIDEO  
STYLISH AND FASHION-FORWARD**

*Padova, Italy (February 2<sup>nd</sup>, 2010)* – CARRERA, one of the world's most prestigious fashion sunglass and sports eyewear brands, has announced its inclusion in Usher's latest music video "Hey Daddy (Daddy's Home)", the lead single off of the singer's upcoming album *Raymond Vs. Raymond*.

"Hey Daddy (Daddy's Home)" continues Usher's winning formula for successful hit singles. In the video, Usher reveals the complexity of his life, defined by who he is and where others expect him to be. The CARRERA "ENDURANCE" sunglasses manufactured by Safilo Group adorn Usher as he comes home to relax with his girlfriend, a defining moment as it highlights the longing for her love. The stylish and edgy eyewear enhances Usher's playful and fashionable demeanor.

"Hey Daddy (Daddy's Home)" is currently in rotation on all major musical broadcast and on-line outlets. *Raymond Vs. Raymond* will be available in online and retail stores on March 1, 2010.

The Carrera "vintage collection" features new fashion sunglass styles that resonate with young and stylish trendsetters around the world. Customized with iconic retro detailing, the new models from Carrera have achieved cult status and make a bold fashion statement.

The highly unique and recognizable "ENDURANCE" sunglasses are inspired by an Eighties style and are real attention-grabbers with their teardrop shaped frame done in Optyl (a special plastic material of high performance qualities – registered trademark of Safilo).

**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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