



## CARRERA: A 50-YEAR SUCCESS STORY

### WHEN DESIGN MEETS INNOVATION: THE LEGEND OF AN ICONIC STYLE BRAND

March 2010 - The history of the CARRERA brand in the field of eyewear, ski helmets and masks began as far back as **1956**, a story of success driven by passion for design, continuous innovation, eye-catching flare and uncompromising style.

CARRERA was originally created as a motorcycle and ski helmet brand, whose name was inspired by the legendary **Carrera Panamericana** road rally which traversed the length of Mexico. Thus began the adventure of a brand famous for high-performance products which still today retain their original on-the-road spirit, dynamic appeal and consistently cutting-edge design. Over the years the product range has expanded to include ski helmets, sports glasses, optical frames and sunglasses.

**Since 1996 CARRERA has been part of Safilo Group:** this synergy has amplified the stylistic and innovative potential of its products and strengthened the brand's success at international level.

Today CARRERA is a prestigious label, synonymous with design and technical innovation, a brand which represents a **dynamic lifestyle** and which communicates emotion.

The latest must-have accessories are the sunglasses of the CARRERA Vintage collection, with models for every season distinguished by their distinctive designs and details. The collection is inspired by the original spirit of CARRERA and the uncompromising style which cemented the brand's success during the 1980s. Distinctive shapes, bold personality and an inimitable colour palette: CARRERA Vintage sunglasses, based on the original designs of the signature CARRERA styles that were so popular in the 1980s, are already all the rage.

The CARRERA Vintage models are earning a legendary reputation and are even making waves with the glitterati: From Hollywood to Europe, numerous celebrities and trend-setters have been spotted showing off these iconic and trendy shades.

CARRERA is also the benchmark brand for the most important sports disciplines: for over half a century, CARRERA products have helped the world's **greatest champions** to victory in various sports, assuring total comfort and maximum performance.

The CARRERA collection of sunglasses, optical frames, ski helmets and goggles is produced and distributed by Safilo Group.

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