



## **CARRERA EYEWEAR - THE LEGEND IS BACK PRESENTING THE NEW SPORT AND SNOW COLLECTION**

Padova, 20/03/2025 - Carrera Eyewear, Safilo Group Home Brand synonymous of style and pioneering design, presents the new iconic Carrera Eyewear Sport Collection for people always a step ahead who stand out from the crowd with a sporty and stylish attitude without compromises.

### **CARRERA SKI HELMET AND GOGGLES**

It's time to break the ice again, Carrera is back on snow with a Limited Edition made by a combo of Helmet and Goggle: a new reinterpretation of the iconic Carrera Bullet and Goggles to celebrate the heritage of one of the most outstanding brand on the slopes in a 1000 pieces limited edition.

**Carrera ski helmet** with a classic shell shape is available in two colors: black and white with Carrera Flag along the center to elevate the recognizability of the brand on the slopes, the unmistakable Carrera C logo on the front and Carrera logo on the side as a distinctive detail to honor Carrera's sporting heritage. The ski helmet has ventilation holes system on the back part to ensure optimal comfort without compromising the clean design and performance.

All products are Made in Italy in supreme quality, have an adjustable fit system on the back and an easy release system to secure the helmet on the chin for a practical usage.

**Carrera snow goggles** with a sporty vintage design combine protection for your eyes and an outstanding style Made in Italy.

The goggles are available in two color versions: black and white. The white goggles version come with a UV Protect lens in the iconic yellow color protecting from UV rays and scratches with exceptional durability and resistance. The black goggle version comes with a dark Carrera ULTRA lens designed for superior high contrast performance enhancing color depth and sharpness and delivering an ultra clear vibrant view with no polarization.

Both goggles have scratch-resistant coating for lasting durability and impact resistance for robust safety.

Carrera logo is lasered on the front of the lens for an immediate recognizability of the brand. The lens presents an outline distinctive sign to recall the archive design. The elastic band with brand's colors and a big Carrera logo.

**Carrera Eyewear Sport Collection presents iconic style in vitaminic colors**, inspired from the archives of a brand that made the history of sport, together with unique technical characteristics to ensure maximum comfort. The gum nose pad and adaptable temples with an anatomic design and holes on the end tips allow the wearer to personalize his look with exclusive dedicated accessories like customized bands ideals to fix the eyewear even during the training.



Together with the eyewear collection, Carrera relaunches three iconic pieces: the new Carrera ski Helmet and Carrera ski goggles in black and white version, both must haves, together with the iconic Visor in perfect eighties style protagonist at Fashion Week in violet and fluo yellow and in traditional Carrera flag colors black, red and white.

**Carrera Visor: a Carrera icon remastered** in limited edition with a soft and adjustable elastic band with a prominent and outstanding Carrera visible logo. Carrera Visors available in two versions: vitaminic violet and yellow fluo colors with dark visor and Carrera's traditional flag colors black, red and white with yellow visor. It comes with a cool net violet bag and dedicated packaging.

**About CARRERA**

synonymous with pioneering design and outstanding quality – is a statement brand since 1956 for people who live by their own rules, continuously defying themselves and proudly approaching life standing out from the crowd.

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