

sunstyler

edition 3

**Top 5
Things to
Know**

**Carrera
takes on
the Fashion
World!**

CARRERA
BY JIMMY CHOO

The Story Behind
CARRERA

KNOW YOUR BRANDS

sunglassstyle

sunstyler

The Stats

Founded 1956

Founder Wilhelm Anger

Headquarters Padova, Italy

Owner Safilo Group S.p.A

Country of Origin Italy

Social Media

www.facebook.com/carrera

1,312,412 followers

twitter.com/carreraworld

18.3k followers

www.pinterest.com/carreraworld/

766 followers

[instagram.com/carreraworld](https://www.instagram.com/carreraworld)

18.3k followers

Whos wearing

CARRERA

SUNGLASSES



Alicia Keys in
Carrera 5004



Anne
Hathaway
wears Carrera
by Jimmy
Choo shades
in gold
leopard



Our girl Lorde
wears Carrera 6000



Cara Delevingne rocks
Carrera 5001



Jessica Alba in
Carrera by Jimmy
Choo, gold glitter

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The Story Behind **CARRERA**



Carreras passion for pushing limits and living life in the fast lane began in 1956 when it was inspired by the Carrera Panamericana a car race held in Mexico which at the time was the longest, fastest and most dangerous in the world!

This fashionable sport brand was founded by Wilhelm Anger in Austria who was a pioneer in frame technology. In 1964 Wilhelm developed and patented the material Optyl which is a frame material that weighs around 20% less than acetate (which is another popular material that sunglasses are made of). Optyl also is tougher and adapts to the face of the wearer, it can even be heated to 350C without being damaged –only for a short time though! One last reason that Optyl is so great is that it is hypoallergenic so it doesn't have plasticizers (great for customers with sensitive skin!) and is given a special coating that is resistant to perspiration and cosmetics.

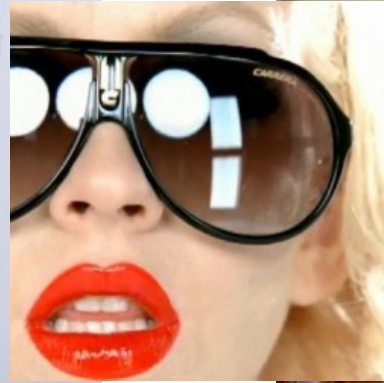
Carrera not only do Sunglasses! From 1970 they have produced ski helmets and goggles and in 1974 Carrera created the first ever ski goggles with interchangeable lenses and 1989 Carrera was confirmed to be the largest producer of ski mask during the world cup ski championships.

In 1996 Carrera was purchased by Safilo and moved its headquarters to Padova Italy. Carrera is one of the 5 in-house brands of Safilo – which is the second largest manufacturer of eyewear products worldwide!. In-house means that Safilo owns Carrera as opposed to licensing which means they just produce the product but do not own the brand. Through collaborating with athletes and the experience of Safilo they are continuing to push Carrera with a vision to help customers push themselves to the limit and leave their mark on life!

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Carrera takes on the Fashion World

From 2008, Carrera have begun to take on the world of fashion by first launching styles - Champion Endurance and Safari. The Champion Endurance pair was taken up by the one and only Lady Gaga in her Bad Romance music video . Not only has Lady Gaga worn them in a music video but Christina Aguilera has too! Christina wore the Carrera Endurance style in her music video Not Myself Tonight .



Lastly not only do talented musicians love Carrera for their music videos but Carrera has also made its film debut in the movie Rush. Chris Hemsworth who was crowned by People magazine as the sexiest man alive, wore the tear-dropped injection molded Carrera Speedway sunglasses whilst playing James Hunt

Hot
Right
Now

- CR Grand Prix 2
\$219.90



- CARRERA 81 OKS
\$209.90



- CARRERA 27
\$149.90



- CARRERA 5018/S MHX
\$199.90



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CARRERA

BY JIMMY CHOO



Combining one of Carreras best selling style, Carrera 6000 with the glitz an glam of high fashion, Jimmy Choo has joined hands with Carrera to unveil an exclusive capsule collection of sunglasses dubbed, Carrera by Jimmy Choo. Both the brands will bring out their best, blending glamour with expertise, to create the new line of over the top sunglasses. Leading in their respective industries only sets an example of the outcome of the partnership of these two renowned brands. The Carrera by Jimmy Choo collection of sunglasses will up the glam quotient of the functionality of a pair of glasses that has evolved over its basic role of protecting eyes. Flaunt your style and set a hot trend by donning the latest sun cheaters from this collection.



- CARRERA 6000/JC 3SU
\$399.90 - In Stock



- CARRERA 6000/JC 3SW
\$399.90 - In Stock



- CARRERA 6000/JC 3TA
\$399.90 - Not In Stock



- CARRERA 6000/JC 3TB
\$589.90 - In Stock

Carreras

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Design Principles

Carrera has 4 key design principles which inspire the styling and identity behind every single Carrera product.

Carrera Icons

Carrera Icons are vintage inspired sunglasses, the range consists of bold style with timeless designs that represent authenticity and craftsmanship.



Carrera Muses

This range is the perfect balance between heritage and fashion. Each style is inspired by the Carrera icons but is modernised with new designs that not only match the current fashion trends but also set them!

Carrera Craze

You know all those super colourful and bright styles you've seen in store? They are all part of the Carrera Craze range! This range is youthful, vibrant and super unique and inspired by tomorrows culture, not today's!



Carrera Active

Tailored for those on the go, the styles in the Carrera Active range are focused on smart functionality which draws from the long history of the brand in racing sports.

Top 5 Things to Know

1

Carrera sunglasses are made in Italy.

2

The brand was inspired by the Carrera Panamericana race in Mexico.

3

Carrera was formed in 1956.

4

All Carrera sunglasses come with a one year manufacturers warranty.

5

Sunglass Styles top Carrera style is CR Grand Prix 2 T40



CARRERA
RACING SINCE 1956