



## **“CARRERA IGNITION NIGHT” #1 PAST. PRESENT. FUTURE.**

*Milan, March 4, 2013* – **Carrera Ignition Night #1** was a great success! The event that was held on Saturday, March 2, marked a new beginning for the historic eyewear brand that is part of the Safilo Group.

Many guests, including Italian music and cinema stars and celebrities such as Olivia Magnani (nephew of Italian actress Anna Magnani), Michele Riondino, Eros Galbiati, Federico Russo, Daniela Virgilio, Andrea Pellizzari, Francesco Sarcina and Andy (Bluvertigo), the designer Fabio Novembre and the record-breaking skipper Giovanni Soldini enjoyed Carrera’s unique “*You race or you don’t*” brand experience, dancing till late into the night with live music and DJs: DJ mixes performed by **Violante Placido** and **Sergio Carnevale (Bluvertigo)**, followed by **Theophilus London** and **Hercules and Love Affair Soundsystem** live performances.

The **Fabbrica del Vapore** in Milan was the perfect post-industrial setting for a special installation that took guests on a journey through Carrera’s history, from its origins - in 1956 - and the roots of the brand’s name - the legendary “Carrera Panamericana” road race - through the brand’s style evolution up to the present day, with the rediscovery of its authentic “racing attitude”, which has always been part of its DNA.

Four thematic installations displayed the Carrera 2013 eyewear collection, unveiling the brand’s philosophy and design. Carrera’s new identity now has four different personalities, albeit with a common theme: passion for a world that evokes strong emotions, yet combined with a sophisticated style and an urban atmosphere, as well as unmistakable, original design

Several international events will follow hot on the heels of the one in Milan: Carrera Ignition Nights will be held in Madrid (March 20), New York, Beijing and Sao Paolo, revealing the brand’s “racing heritage” to the world.

### **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](http://www.safilo.com)

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