



**CARRERA IS READY TO TAKE THE WORLD OF CYCLING BY STORM:
FOLDABLE HELMET & "ICONS" SUNGLASSES TO PREMIERE AT PITTI IMMAGINE UOMO AND
BREAD&BUTTER BERLIN**

Cycling has increasingly become a popular means of transportation in the city, for both commuting to and from work and for leisure time. That is why CARRERA created its FOLDABLE HELMET, a unique accessory with an appealing design that is destined to become every rider's best friend: it combines utmost comfort and safety without sacrificing style.

At this year's Pitti Immagine Uomo menswear show – which will be held at Fortezza da Basso and is now at its 85th run – Carrera will delve into the world of cycling with a unique installation that will certainly attract audience attention: a cycle polo field – where two teams of two players each will compete three times a day – will be built in the area in front of the Costruzioni Lorenese and on the building's ground floor. The installation will take place also at this year's Bread&Butter show – which will be held at dell'Airport Berlin-Tempelhof – inside the hangar n° 5. During intervals and at the end of a match, the players and their audience will have the opportunity to relax in the exclusive Carrera Clubhouse, as well as admire and try on the brand's collection of helmets and matching sunglasses... and even go for a ride!

CARRERA FOLDABLE HELMET

The brand's PREMIUM EDITION FOLDABLE HELMET is practical, lightweight and features an innovative design that is inspired by the historic pistard leather helmet: it comes in three sophisticated metal nuances – Matte Black, Matte Dark Gray and Matte White – and has exclusive leather details and a soft-to-the-touch material that make it a must-have accessory for lovers of luxury.

But that's not all: this premium helmet is also available in an exciting new gloss version that is perfect for "color addicts" who want to stand out from the crowd. An explosion of color – Blue, Orange, White, Purple, Black, and Red – that will brighten up your life: you can hop on your bike and still be a real trendsetter!

This helmet's innovative patented "accordion-like" structure not only ensures a perfect snug fit and maximum flexibility, but it also provides absolute comfort and constant ventilation, thanks to the openings that run along the entire length of the helmet. And all this without compromising safety: the helmet is EN 1078 certified. Another distinctive feature of the FOLDABLE HELMET is its practicality: when folded using the lockable belt (which comes with the helmet), it takes up 20% less space, so you can easily slip it into your bag.

CARRERA 6000 & 6010

Since 1956, Carrera has drawn inspiration from its stylistic heritage to create its successful collections, reinterpreting its iconic, distinctive style with modern colors and an innovative design. The Carrera 6000 sunglasses come from the heart of the brand's archives: this exclusive model in Optyl – an ultra-lightweight plastic material – features Carrera's unique and unmistakable wavy temples and comes in a variety of hues. With their timeless design, these sunglasses are the ultimate all-year-round fashion accessory.

The Carrera 6010 sunglasses are a new take on the iconic Carrera 6000: this trendy model features an alluring interplay of materials between the two-tone metal front and the distinctive wavy plastic temples embellished with the brand's metal-finish logo. This irresistible must-have item is available in countless color combos.

CARRERA 6008

The classic, smooth shape of the Carrera 6008 sunglasses reflects the brand's timeless attitude and universal appeal, while a perfect combination of rubber and metal details makes this model truly unique. These sunglasses come in colors that can be perfectly paired with the brand's PREMIUM EDITION FOLDABLE HELMET: dark Havana front with black temples, light Havana front with white temples, black front with brown temples.

CARRERA CYCLOTOWN: FLORENCE AND BERLIN

Staying true to its distinctive "racing attitude", Carrera will show up in Florence and in Berlin with a real cycling team: during the Pitti Immagine Uomo show and the BBB you will see the brand's riders cruising around town – wearing Carrera's original Foldable Helmet and iconic sunglasses – and hitting the city's hot spots.

Carrera's Bike Messengers will hand out "Carrera Cyclotown: Florence" and "Carrera Cyclotown: Berlin", a new guide dedicated to those who opt for a healthy alternative to cars and wish to enjoy a new cycling experience around the city (the new APP is coming soon!). With this new tool, users can learn more about all the coolest places in town, which are grouped into categories, such as "Wheels&Co." (bike shops and bike repair workshops), "Hangouts" (restaurants, clubs, bars) and "Style" (art and shopping). Don't miss the opportunity to hop on your bike and discover the most intriguing, unexplored cycling routes that the town has to offer!

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