

CARRERA BY JIMMY CHOO

CARRERA AND JIMMY CHOO LAUNCH CAPSULE MEN'S EYEWEAR COLLECTION

London, July 8, 2014 - Carrera and Jimmy Choo are pleased to announce the launch of an exclusive capsule collection of **Carrera by Jimmy Choo sunglasses for Men**, following the success of the Carrera by Jimmy Choo Women's capsule collection of sunglasses launched last year. This marks Jimmy Choo's first foray into the Men's eyewear category expanding their existing offering of Men's shoes, bags and small leather goods.

The collection will blend the eyewear expertise and passionate attitude of Carrera with the innate confidence, effortless attitude and overtly masculine style expressed by the Jimmy Choo man in a range of unique and eye catching styles featuring signatures of the Jimmy Choo Men's collection.

Carrera's latest best-seller, the **Carrera 6000**, with its distinctive shaped temples, will be presented in three finishes, combining high performance in a fashion forward aesthetic. The extraordinary work in Optyl material allows the use of silks which are injected into the sunglasses, featuring contrasting colors, camouflage prints with hidden burlesque silhouettes, sophisticated details and a rebellious sense of humor.

The Carrera by Jimmy Choo sunglasses capsule collection will also be featured in the new Jimmy Choo Autumn Winter 2014 Men's Campaign starring British Actor **Kit Harington**.

CARRERA 6000/JCM

BLACK CROC – GREEN CAMOUFLAGE & LUXURIOUS MIRROR GLASS LENSES

This model combines a shiny croc pattern on a black mat front and temples. The inside of the temples feature the signature Jimmy Choo camouflage print with hidden burlesque silhouettes. The luxurious mirrored lenses feature an unexpected *ghost effect* on the right lens, visible only when misted up highlighting a hidden burlesque silhouette. A silver logo on the outer temple completes look.



CARRERA 6000/JCM

MAT BLACK - GREEN CAMOUFLAGE

This model features a contrasting mat black front with the signature Jimmy Choo camouflage printed silk with hidden burlesque silhouettes on the temples. A silver logo and brown lenses complete the style.



CARRERA 6000/JCM

SAND CAMOUFLAGE - BROWN MAT

This model features the signature Jimmy Choo camouflage print with hidden burlesque silhouettes in sand print silk on the front and the internal temples contrasted with brown mat external temples. A golden logo and grey lenses complete the style.



The Carrera by Jimmy Choo men's collection will be available from September 1st at Jimmy Choo boutiques worldwide and exclusively online at MrPorter.com.

From October the collection will be available at selected retail outlets worldwide.

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