



## **CARRERA ANNOUNCES JARED LETO AS THE FACE OF THE CARRERA 2016 CAMPAIGN**

PADUA, Jan. 14, 2016 – Italian lifestyle eyewear brand Carrera, is thrilled to announce Academy Award Winning actor, musician, director and entrepreneur Jared Leto, as the new face of the 2016 Carrera Eyewear campaign. In celebration of the brand's 60<sup>th</sup> Anniversary, Carrera has chosen one of the world's most unconventional talents to represent the brand's new "Maverick" collection.

"I've known of Carrera since I was a kid," says Leto, "and when I came across the Maverick project I was immediately connected to it as it talks about people that are brave, bold, that take risks, the wild horses, the people that are not afraid to fail, the type of people who have inspired my whole life."

"I am enthusiastic about this collaboration and about Jared's commitment to this project," says Massimo Pozzetti, Global General Manager of Carrera. "Carrera chose him because he perfectly embodies the boldness and spontaneity of the new Maverick collection and with great joy we found out that he was already a follower of the brand."

Known for immersing himself in his acting roles, Leto personifies a confident, risk-taking Maverick – an ideal casting choice for the campaign. As the new face of the brand, Leto will recruit maverick artists, musicians and unique minds to be part of a creative video he will be leading.

Debuting in February, the new and bold Maverick Collection will reveal an updated shape, a unique bridge construction and overall lightness. Super thin frames for both optical and sun developed to provide a lightweight experience for all-day comfort and a contemporary look.

The international advertising campaign will launch worldwide starting February 2016.

### **ABOUT CARRERA:**

Carrera is a worldwide, lifestyle and sport eyewear brand, dedicated to the unconventional and independent minds. Fearless enough to go their own way. Brave enough to make it happen.

Since the inception of the brand in 1956 its founder, Wilhelm Anger, decided to name his sport goggles company after the longest and most dangerous race in the world, the Carrera Panamericana.

Carrera have always believed that passion is the fuel that drives people and that passion has been deeply rooted in the brand.