



CARRERA CONFIRMS JARED LETO AS THE FACE OF 2017 CARRERA CAMPAIGN

PADUA, Feb. 6, 2017 – Carrera, the worldwide lifestyle and sports eyewear Brand, is pleased to confirm the Academy Award Winning actor and recording artist **Jared Leto** as the star of the 2017 Carrera Eyewear campaign.

The campaign is the first step of a collaboration that will further expand with the launch of the **Inspired by Jared Leto** collection, that will hit the stores in September 2017.

After a year-long successful partnership for “The Maverick” project, the new campaign continues the relationship with Jared Leto, one of the world’s most unconventional talents, nominated by Business of Fashion as one of *The People Shaping the Global Fashion Industry*.

Jared Leto fully embodies the bold, authentic and innovative spirit of Carrera, that since 1956 is synonymous with outstanding design translated into qualitative products, for people with a winning attitude.

“Carrera has always been a bit different and it always had a strong identity.” says Jared Leto. “It has a classic look and has always survived the test of time. And you can only do that when you have a product that works and a design that is forward thinking”.

Terry Richardson, the internationally renowned iconic photographer, lensed the ads, creatively collaborating with Leto in picturing confident and audacious portraits that perfectly highlight the new eyewear collection.

“We are truly passionate about the 2017 Carrera campaign” says Matteo Cuelli, Global Brand Director of Carrera. “Jared Leto and Terry Richardson are absolute legends who stand out from the crowd. They perfectly embody the winning attitude and authenticity of the Brand and we are proud to have them on board”.

The international advertising campaign will debut worldwide starting February 2017. Simultaneously, the new Carrera eyewear collection will hit the stores.

As the perfect blend between *retro* aesthetics and contemporary feeling, the new sunglasses and optical frames are the result of unparalleled manufacturing skills, the use of sophisticated materials and the research on best quality lenses.

ABOUT CARRERA

Carrera is a worldwide, lifestyle and sports 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.