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**CARRERA SUNGLASSES KEEP LATEST JAMIE FOXX MUSIC VIDEO
STYLISH AND BOLD**

Padova (Italy) August 20, 2009 – CARRERA, one of the world’s most prestigious trademark in the sector of fashion and sport eyewear, has announced its inclusion in the latest Jamie Foxx music video “Digital Girl” off of the platinum-selling album Intuition.

The video for “Digital Girl” continues the success Foxx has received from his sophomore album Intuition. The hit album has produced numerous chart-topping singles since it’s initial release in December 2008. In the latest video, Foxx finds himself among numerous exotic ‘digital girls’ while traveling across a completely surreal landscape. **CHAMPION** sunglasses, CARRERA’s signature and most colorful collection, adorns Foxx throughout his performance. With the narrative set against a bright and glowing landscape, the bold and stylish eyewear enhances Foxx’s abstract and futuristic statement.

“Digital Girl” is currently in rotation on all major musical broadcast and on-line outlets.

The “CARRERA VINTAGE” line presents new “fashion” eyewear models that are sure to leave their mark. Customized with the CARRERA icon-detail, the new “cult” models reveal a strong personality. The CHAMPION sunglasses are inspired by the original shapes from the early Eighties and are sure to attract attention with their aviator shape produced in Optyl, an extremely lightweight and hypoallergenic material.

ABOUT CARRERA

CARRERA trademark’s history in the sector of sports eyewear starts in 1956. In 1996 CARRERA joined the Safilo group, a market leader in sunglasses and prescription frames. Today CARRERA, one of the internationally most successful eyewear brands, is a synonym of design, innovation and quality, and represents a worldwide recognized fashion icon.

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