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**CARRERA VINTAGE SUNGLASSES KEEP RIHANNA SHADED IN STYLE IN HER
NEWEST MUSIC VIDEO “RUDE BOY”**

Padova, Italy (February 15th, 2010) – CARRERA, one of the world’s most prestigious fashion sunglass and sports eyewear brands, has announced its inclusion in Rihanna’s latest music video “Rude Boy” the latest single off of the singer’s hit album *Rated R*.

The stylish, playful and seductive video for “Rude Boy” contains all of the elements that have made Rihanna so gravitating since the beginning of her career. In the video, Rihanna reveals the complexity of her personality by displaying her true light-hearted and pulsating charisma. The CARRERA sunglass model “Endurance,” the brand’s signature and most colourful style in its recently relaunched “vintage collection,” adorns Rihanna throughout her performance. With the narrative set against a bold and bright landscape, the distinctive and fashionable eyewear enhances Rihanna’s fearless and flirty performance.

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

The Carrera “vintage collection” features new “fashion” sunglass styles that resonate with young and stylish trendsetters around the world. Customized with iconic retro detailing, the new models from Carrera have achieved cult status and make a bold fashion statement.

The highly unique and recognizable aviator shape of the “Endurance” sunglasses are inspired by the original design first introduced in the early Eighties and produced in Optyl, an extremely lightweight and hypoallergenic patented material that is proprietary to Safilo Group.

ABOUT CARRERA

CARRERA’s trademark history in the sector of sports eyewear began in 1956. The sunglass brand reached new heights in popularity in the 1980s, becoming one of the most iconic fashion sunglass collections of the decade. In 1996, Safilo Group acquired CARRERA, a market leader in sunglasses and prescription eyewear. Today, CARRERA remains an iconic and successful international eyewear brand synonymous with design, innovation and quality.

Safilo Group Press Office

Tel: +39 / 049 / 698 5459

Fax : +39 / 049 / 698 7075

E-mail: pressoffice@safilo.com