



CARRERA VINTAGE SUNGLASSES KEEP SINGER ALICIA KEYS SHADED IN STYLE IN HER NEWEST MUSIC VIDEO “TRY SLEEPING WITH A BROKEN HEART”

Padova, Italy (December 7, 2009) – CARRERA, one of the most recognized sunglass and sport eyewear brands in the world from Safilo Group, is excited to announce the inclusion of its “PANAMERIKA 1” model in 12-time Grammy-winning singer/songwriter/producer Alicia Keys’ new music video for “Try Sleeping With A Broken Heart,” off her new album *The Element Of Freedom* being released on MBK Entertainment/J Records December 15th.

“Try Sleeping With A Broken Heart” showcases Keys’ new artistic vision of independence and self-inspiration, which are themes found on *The Element of Freedom*. The graphic novel influenced video finds Keys’ as a superhero who’s greatest gift is also her heart’s worst enemy.

The CARRERA sunglass model “PANAMERIKA 1,” one of the unmistakable ‘80s retro styles in the brand’s recently relaunched “vintage collection,” adorns Alicia Keys during the video. With the narrative set against a modern-day landscape, the contemporary and stylish eyewear enhances Keys’ confident performance.

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 metal teardrop shape of the “PANAMERIKA 1” sunglasses are inspired by an Eighties style and are real attention-grabbers with their teardrop shaped metal frame.

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.

ABOUT ALICIA KEYS

Alicia Keys is a 12-time Grammy Award-winning, multi-platinum recording artist, actress, entrepreneur, humanitarian and philanthropist. With four acclaimed albums to her credit - *Songs in A Minor* (2001), *The Diary of Alicia Keys* (2003), *Unplugged* (2005) and *As I Am* (2007) - Keys' newest album, *The Element of Freedom*, is set for worldwide release on MBK Entertainment/J Records December 15th. Also an acclaimed actress, Keys has appeared in starring roles in "The Secret Life of Bees," "The Nanny Diaries" and "Smokin' Aces." She is the co-founder and Global Ambassador of Keep a Child Alive, a non-profit organization that provides medicine to families with HIV and AIDS in Africa and India. In addition to her musical and acting achievements, Keys is also a New York Times best-selling author with her Penguin Group USA published "Tears for Water: Songbook of Poems & Lyrics."

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