



<http://www.facebook.com/Carrera>

**WEAR CARRERA ON FACEBOOK & TRY THE MIRROR OF TRUTH  
AND BECOME A “SHINE ON” YOURSELF!**

*Padua, July 2010* – On Facebook **CARRERA** is a pioneer of the innovative “**Mirror of Truth**” application. From this moment on, you can try your eyewear online too!

Inside the CARRERA profile [http://www.facebook.com/Carrera?v=app\\_11007063052](http://www.facebook.com/Carrera?v=app_11007063052) for the first time on Facebook, you can find the application “Mirror of Truth”, an instrument which, easily and intuitively enables you to wear your preferred Carrera glasses virtually with a truly realistic effect. The choice is broad and stretches from the brand new sunglasses collection to the most appealing eyewear, to always be super trendy!

Once you’ve put “on” your preferred glasses, the “SHINE ON!” image can be rendered. The obtained photo is touched up with the summer colours distinguishing the campaign. This way everyone can join the CARRERA community and virtually become a spokesperson in the SHINE ON! campaign. The obtained image can then be moved to your Facebook profile to be shared with your friends.

**SHINE ON with CARRERA!**

The collection of CARRERA sunglasses, optical frames, helmets and ski goggles is manufactured and distributed by the Safilo Group.

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