



A NEW STYLE FOR CITY BIKE ENTHUSIASTS: CARRERA'S FOLDABLE HELMET - PREMIUM EDITION

Cycling is becoming a more popular means of transport in the city, whether it be for commuting to and from work or for leisure. This is why CARRERA has created its PREMIUM EDITION FOLDABLE HELMET, a unique accessory with an appealing design that is destined to become every cyclist's best friend. It combines utmost comfort and safety without sacrificing style.

The brand's PREMIUM EDITION FOLDABLE HELMET is practical, lightweight and features an innovative design that is inspired by the historic *pistard* leather helmet. Its exclusive leather details and soft-to-the-touch material make it a must-have accessory for lovers of luxury.

This helmet's unique patented "accordion-like" structure not only ensures a perfectly snug fit and maximum flexibility but it also provides absolute comfort and constant ventilation, thanks to the openings that run along the entire length of the helmet - and all this without compromising safety: the helmet is EN 1078 certified.

Another distinctive feature of the PREMIUM EDITION FOLDABLE HELMET is its practicality. When folded using the lockable belt, it takes up 20% less space, so it can fit easily into a bag.

The helmet's colour palette also reflects CARRERA's "racing attitude". It comes in three sophisticated metal nuances - Matte Black, Matte Dark Grey and Matte White. Paired with the **CARRERA 6008 sunglasses**, an icon of the brand's new eyewear collection, this helmet is a definite must for those who want to be cycling trendsetters.

Carrera's foldable helmet comes with three exclusive accessories: a leather lockable belt, which can be used to fold your helmet when not cycling or as an ankle strap when you are back on the saddle; a neck warmer made of elastic fabric; and a chrome light for visibility in the dark.

> CARRERA 6008

Since 1956, Carrera has drawn inspiration from its stylistic heritage to create its successful collections by reinterpreting its iconic, distinctive style using modern colours and innovative design.

The CARRERA 6008 sunglasses are a contemporary take on a historic model, revisited with a glamorous flair. Their classic, smooth shape reflects the brand's timeless attitude and universal appeal, while a perfect combination of rubber and metal detail makes this model truly unique.

The sunglasses come in colours that can be perfectly paired with the brand's PREMIUM EDITION FOLDABLE HELMET: dark Havana front with black temples, light Havana front with white temples, black front with brown temples.

The new FOLDABLE HELMET BY CARRERA – PREMIUM EDITION and the CARRERA 6008 sunglasses will be available from March at high-end opticians and concept stores worldwide as well as quality bike shops in Europe and Asia.

Safilo Group Press Office
Milan – ph. +39 02 77807604
Padua – ph. +39 049 6985459
e-mail: pressoffice@safilo.com
www.safilo.com