



Carrera S.p.A.

Profile

For 40 years, a great passion: the jeans s

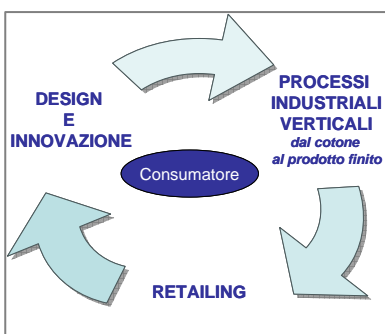


Carrera Spa: Carrera Spa is a clothing always committed to value the Italian style in the world of casual.

Brief history: the company Carrera was born in the mid 60s in the province of Verona and soon gained the attention of the market as one of the most dynamic production of Italian textile landscape.

Today, Carrera is a vertical integrated group, which controls the entire textile chain, from the flower of cotton to the finished product until the sale.

The production units are located in some of the major cotton producing countries, to gain access to the best raw material, while the final control and logistics remain in Italy.



Today Carrera employs, directly or indirectly, about 6,000 people, with an annual production exceeds 5 million pieces.

The final control is still in Italy to ensure the high standard product recognized Carrera.



Products range: Carrera is synonymous with jeans, and in this world has ever linked to its collections and its communication. The jeans is understood as a total look, style of clothing.

Carrera's collections are designed to meet an increasingly demanding consumer research in that dress one way to express themselves, an emotion, rather than a necessity.

3 collections: man - woman - child

Best quality, top design, best price have been the key points of Carrera since the beginning. Thanks to those key points Carrera has become the leader in Italy in the trouser market, with a 11% market share in jeans.

The collections are designed in house, in the Carrera Design Center of Verona, in collaboration with major international studies of fashion to have the best of fashion trends.

Carrera Brand positioning:

Carrera brand, by virtue of widespread distribution and massive levels of communication has a very high level of recognition and reputation among the consumers.

The customer of Carrera is very heterogeneous and cross-cutting as the values at which the company is based are universal to all ages: simplicity, dynamism, modernity, aesthetics and functionality.



Distribution strategy: consistent with its mission to be a product for many (**affordable luxury**), Carrera has adopted a distribution policy that allowed its products to be easily available on the market by the end user.



That is the CARRERA POINT have been created, in order to allow the customers to find the full range of its products.

In 2009 the CARRERA POINTS are more than 160.

Markets:

The main market at the moment is Italy that accounts for about 75% of sales, but through the experience with the Carrera Point, are being opened important commercial location in various parts of the world including Dubai, Austria, Croatia, Slovenia, Germany, Middle East, England.

The pay-off of communication is IL BELLO DELL'ITALIA

