



**Carrera started** its business operations **in 1965 in Verona** where it developed the industrial know-how and the secret of its success. Carrera's unique ability to combine cutting-edge technologies with the craftsmanship of the product, to transform a delicate flower such as cotton into beautiful and durable products.



**Carrera's head office** is located in **Verona** (north of **Italy**), where the **Design Center** is based to follow and promote the Italian design tradition and experience inside the collection. Its main production units are located in Central Asia, in the middle of cotton fields

**Carrera's mission** is to produce beautiful and innovative products in a sustainable manner. Carrera is an experienced clothing industry, controlling the whole production chain, from the raw material (cotton) to the finished product.



Carrera is designing and producing a wide range of products for Men, Women and Kids including tops, shirts, jacket, trousers, accessories and shoes. The collections are designed for consumers of all ages who are increasingly demanding while keeping the Company's universal values: attention to quality, innovation, design, sustainability.





Carrera's priority is given to **research and development of new materials**: one of the latest and innovation is named - "**Spintech Elastic**". This is a **special stretch fabric "100% cotton on the skin."** Thanks to elastic fibers totally covered by cotton yarns, this fabric gives the customer an incredible soft feeling.

This is an added value that makes a huge difference compared to other products on the market. Spintech Elastic is also used on denim, corduroy and gabardine.

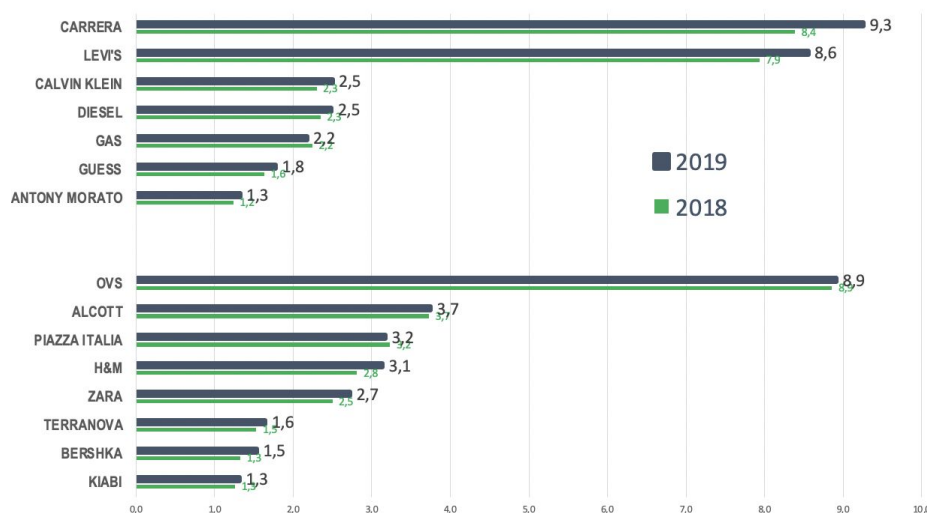
An incredible **innovative product** is represented by the women's **leg-jeans with Aloe Vera treatment**, the **world's first jeans certified Vegan OK**. For the first time, jeans are no longer just a product of style but also a wellness tool.



For men, the innovative product is **called PASSPORT**, the first jeans that combines, in one product, **style, extra comfort, safety and well-being**.

A new generation jeans, ultra comfortable for those who travel a lot because **it keeps documents, wallets and mobile safely secure**.

## JEANS UOMO - Italia



Carrera is **brand leader in Italy** in pants for man, thanks to a long story of quality, innovation, design and capillary distribution.

Carrera brand is positioned in the medium price-level

Carrera's distribution is **multi-channel**, from specialized retail stores to Shop in Shop concept, from the wholesale distribution through Department Stores, Shoes-store, Brico Stores. Carrera's main market is Italy.



Carrera is offering personalized display to help the sell-out. Flexible and multi-material solutions to optimize the space and maximize the turnover per square meter

Carrera is operating in a **Vertically integrated Production Chain**.

The integrated Production Chain allows full control of the production and it's a eco-friendly operation. It greatly reduces the impact of the greenhouse effect on the globe because there is no trucks movements.



**made in  
BLOCK**<sup>TM</sup>

Carrera's goal is **Transparency**.

We strongly believe that consumer must be informed about the products. We developed an innovative Block Chain project where each pants, directly produced in Tajikistan, has its own set of digital information which cannot be modified.