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**CARRERA VINTAGE SUNGLASSES KEEP SINGER LADY GAGA SHADED IN STYLE
IN HER NEWEST MUSIC VIDEO “BAD ROMANCE”**

Padova, Italy (November 12, 2009) – CARRERA, one of the most recognized sunglass and sport eyewear brands in the world from Safilo Group, has announced the inclusion of its “Champion” sunglass model in the latest Lady Gaga music video “Bad Romance,” the lead single off the singer’s upcoming album *The Fame Monster*.

“Bad Romance” contains all of the elements that have made Lady Gaga’s videos widely embraced since her debut single last year. The highly stylized video finds Lady Gaga performing within a controversial and risqué environment, which enhances Lady Gaga’s overall sensuality and vulnerability. *The Fame Monster* builds upon Lady Gaga’s debut album *The Fame*, with eight new tracks including “Bad Romance.”

The CARRERA sunglass model “Champion,” the brand’s signature and most colourful style in its recently relaunched “vintage collection,” adorns Lady Gaga during the video. With the narrative set against a crisp and clean landscape, the distinctive and fashionable eyewear enhances Lady Gaga’s fearless and confident performance.

“Bad Romance” is currently in rotation on all major musical broadcast and on-line outlets.

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 aviator shape of the “Champion” sunglasses are inspired by the original design first introduced in the early Eighties and produced in Optyl (registered trademark of Safilo), an extremely lightweight and hypoallergenic material.

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.

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