

SPRING 2025

N°01

CARRERA

— BRAND MAGAZINE

ANNIVERSARY

60th

60 YEARS OF QUALITY

CARRERA®

Innovative Jeans

NEW COLLECTION SS25 - SUSTAINABILITY - OUR PROJECTS







CONTENTS

N°01 Spring 2025



07 FULLY INTEGRATED SUPPLY CHAIN

Sustainability

08 NEW S/S 2025 COLLECTIONS

Collections



16 DENIM TAILOR

Innovations

17 EASY SHAPE

Innovations

18 BLUE AGE REPLICA

Collections



22 DENIM FOREVER

Lifestyle

24 ALOE

Innovations

26 PASSPORT

Innovations

28 LEGG JEANS

Innovations



32 NEW OPENING PALERMO

Company News

33 - STORE LOCATOR - BECOME A PARTNER!

Company News

34 EASY STORE PROJECT

Company News

35 B2B RESELLERS

Company News



Carrera Jeans
Brand Magazine
N°01 - Spring
April 2025

This material is for internal use only.
Reproduction and diffusion outside
the company channels are prohibited.

CARRERA: 60 YEARS OF QUALITY

Happy Birthday Carrera Jeans

January 28, 1965 marked the beginning of a dream: **the foundation of Carrera Jeans**.
Today, sixty years later, we proudly celebrate a story made of passion, dedication and respect.

60 YEARS of work, of challenges overcome, of goals achieved.
An extraordinary journey that would not have been possible without the contribution of all the people who accompanied this journey.

Our first thought goes to the **COLLABORATORS**, the beating heart of Carrera.
Thanks to them, our brand has not only grown, but has become an institution in Italy, the **most loved jeans brand by Italians**.
Every day, with their commitment and passion, they have written unforgettable pages of this story.

A special thanks also goes to our **SUPPLIERS**, who over the years have not only supported us in growing, but have been at our side in the most difficult moments.
Their trust and collaboration have been fundamental to our success.

A thought of gratitude is dedicated to the many **CONSULTANTS** who, with their expertise, experience and vision, have contributed to making Carrera **a solid reality**, capable of facing and overcoming every obstacle in these sixty years of history.

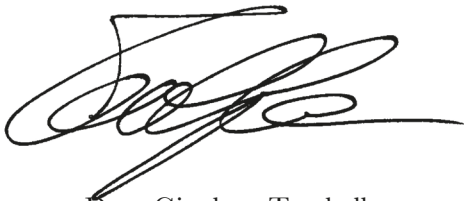
We cannot forget our **CUSTOMERS**, the retailers who have chosen and continue to choose Carrera. Thanks to them, our brand has found space in shop windows throughout Italy, becoming synonymous with quality and style.

Last but not least, our greatest thanks goes to **YOU**, to our millions of **CONSUMERS** who wear our products every day.
You are the **true strength** of this brand, the reason why we strive to do our best every day.

A heartfelt thank you from the Tacchella family and the entire Carrera team.

Together we look to the future with the same **enthusiasm and determination** that have accompanied us since 1965.
This is our story, but it is also your story
...the best is yet to come.

HAPPY ANNIVERSARY CARRERA JEANS!



Dott. Gianluca Tacchella
CEO - Carrera Jeans

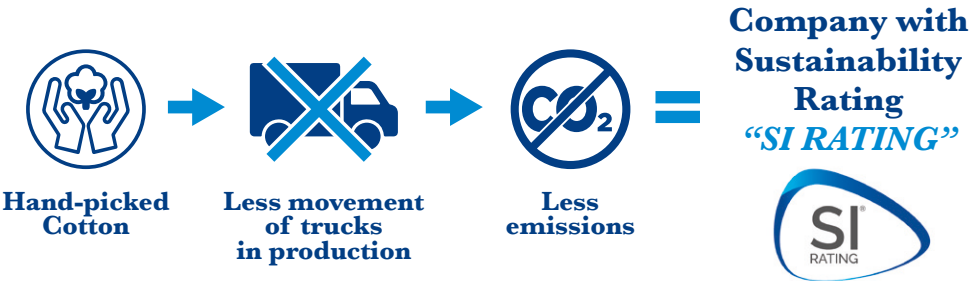
FULLY INTEGRATED SUPPLY CHAIN

Sustainable commitment



Founded in 1965 in Verona by 3 brothers.
A pioneer in the production of Italian denim,
Carrera Jeans is a **unique reality** of its kind that stands out
for the **innovative approach** of the integrated supply chain.

We grow and process our cotton maintaining
the **highest quality standards**
with the minimum environmental impact.
We are convinced that a product
that maintains quality over the years
must be followed since the birth of the cotton flake.




BLOCKCHAIN: Tracked supply chain

The integrated supply chain
of Carrera jeans **environmentally friendly**
and tracked with the Blockchain.



Research and Development are the soul of Carrera Jeans

We use systems with a lower environmental
impact because we believe in fashion
that **takes care of the environment**.

Click here to watch
the VIDEO 





SPRING STYLE: MEN'S EDIT

Your key pieces for the season ahead.

Click here and discover the Lookbook
of the new S/S 2025 Collection



S/S Man Colors



MAN FIT GUIDE

Our men’s jeans models

Check the full range on our website! 

Regular
Waist

Regular
Leg

Regular
Bottom

700 REGULAR



Regular
Waist

Regular
slightly
arched
Leg

Regular
Bottom

707 REGULAR



Regular
Waist

Straight
Side

Regular
Leg

Regular
Bottom

710 REGULAR



Comfortable
Waist

Straight
Leg

Straight
Bottom

702 STRAIGHT



Comfortable
Waist

Wide
Leg

Wide
Bottom

725 WORK



Regular
Waist

Regular
Leg

Regular
Bottom

724 REGULAR





WOMAN Collection

SPRING REFRESH: WOMEN'S WEAR

Discover the freshest styles of the season.

Click here and discover the Lookbook
of the new S/S 2025 Collection





WOMAN FIT GUIDE

Every woman has her ideal fit!

Check the full range on our website! 

Regular
Waist

Regular
Leg

Regular
Bottom

752 REGULAR

High
Waist

Comfort
Leg

Regular
Bottom

753 COMFORT

High
Waist

Slim
Leg

Slightly
narrow
Bottom

753R MOM

Regular
Waist

Fitted
Leg

Narrow
Bottom

767 LEGG-JEANS

Regular
Waist

Straight
Leg

Regular
Bottom

782 STRAIGHT

Regular
Waist

Fitted
Leg

Narrow
Bottom

787 SKINNY

'EFFETTO PERFETTO'



760 ZAMPA



763 PALAZZO



797 LEGG-JEANS

DENIM TAILORING

A new Tailored jeans

Carrera presents two new models of tailored jeans, made of **12-ounce** mercerized denim to give the garment an elegant look and an intense color. The fabric is made with “**Spintech - only cotton on the skin**” technology for maximum **comfort** and well-being.



SPINTECH
TEXTILE TECHNOLOGY

— 'Cotone sulla Pelle' —



Tessuto mercerizzato
Mercerized fabric



Doppia tasca posteriore
Double back pocket



Cuciture a contrasto color tabacco
Tobacco-coloured contrast stitching

EASY SHAPE

The Jeans for her, super comfortable and shaping

For the woman who loves to dress **comfortably** we have created the new Easy Shape jeans; a model for fall/winter season warm and comfortable **extra elastic** and **extra comfortable!**



Collections

BLUE AGE REPLICA



A reproduction of iconic Carrera garments from the archives.
Our favorite pieces from the 80s and 90s come back to life
thanks to the Replica **capsule collection**.
Travel to the past with us, with vintage cuts and shapes perfect for the present.

Click here and discover the
Replica Collection on our site









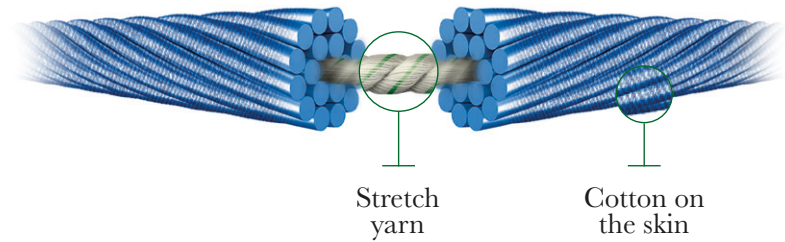
A *The* **BLUE** ★
AGE
THE LEGEND
CULT
EQUIP
ESTD. 1966 **CARRERA**

DENIM FOREVER

Spintech: our Jeans have a different Soul

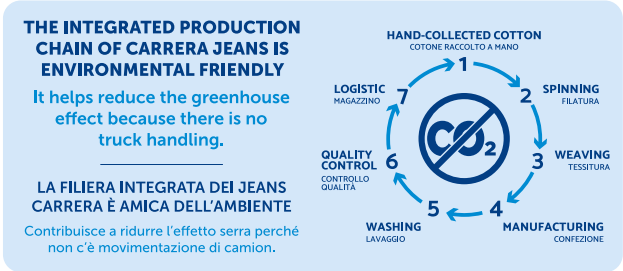
We are born as tailors and then grow and become an industry.

We work every day to bring new **technologies and innovations** in the field of denim: from the fiber to the fabrics and finally to the models, always looking at **environmental and social sustainability**.



Stretch fabric
Cotton on the skin

SPINTECH TECHNOLOGY
An elastic fiber covered entirely in cotton
in denim and colored versions;
the convenience of wearing a stretch
PERFORMING
COMFORTABLE
VERSATILE



WOVEN DENIM

	Art. 1021 denim 13,5 OZ. 100% CO
	Art. 1030 denim 10,5 OZ. 100% CO
	Art. 1041 denim 8 OZ. 100% CO
	Art. 1003 denim 7 OZ. 90% CO, 10% PL
	Art. 1005 denim 6,5 OZ. 100% CO

WOVEN FABRICS

	Art. 1149 Light gabardine 6 OZ. - 92% CO, 8% PL
	Art. 1342 Light gabardine 8 OZ. - 100% CO
	Art. 1348 Light gabardine 6 OZ. - 100% CO
	Art. 1363 POPLIN 5 OZ. - 100% CO
	Art. 1167 CANVAS 7,5 OZ. - 100% CO
	Art. 1195 RIPSTOP 6 OZ. - 100% CO

Visit www.carrerajeans.com and discover all the **new colors** we have chosen for your S/S 2025!

What are Carrera jeans made of?
Our Jeans are born from our cotton, our hands and our machines.
We made this brave and farsighted choice more than 20 years ago.
Find out more with us.

Click here to watch
the VIDEO



Innovations

ALOE JEANS

Wear your Well-being

Our Legg-Jeans are made with the innovative **Spintech Super Elastic Cotton on the skin** enriched with the active ingredients of Aloe Vera.



Properties of Aloe Vera:

SANITIZING
SMOOTHING
REFRESHING
NOURISHING
MOISTURIZING
ANTIOXIDANT

The Legg-Jeans Super Elastic Cotton on the skin
with Aloe Vera Wellness treatment



Treatment with

Aloe

Click here to check Aloe
on our website





JEANS PASSPORT

Beautiful, Comfortable and Safe

Click here to check Passport
on our website



PASSPORT

Beautiful, comfortable and safe

The Carrera Passport is a 5-pocket denim trousers that revolutionize jeans. It is an **innovative stretch** men's jeans that combines great **comfort** with pockets that are hidden and protected with a zip, to keep your wallet, passport, keys, documents safe. It has a large cell phone pocket to keep your smartphone safe. It is **ideal** for working, traveling comfortably and traveling safely.



Extra Comfort
Fabric



Front pocket
with zip



Smartphone
pocket



Back pocket
with zip



Innovations

LEGG-JEANS

The Legg-Jeans for everyone

If you like tight jeans, the Carrera Legg-Jeans is **the right trousers** for you.
A trousers suitable for those looking for jeans with a **youthful look** and above all wearable in any season.
The construction and silhouette of this jeans are specifically designed to **enhance the figure**.
Discover yourself more beautiful with the **Carrera Legg-Jeans**!

Legg-Jeans Fit

- Regular waist

- Tight leg

- Narrow bottom



Cotton from Tajikistan is one of the best in terms of resistance, perfect for making Jeans. Harvesting by hand guarantees the integrity of the fiber and better respect for the environment.

Legg-Jeans

CARRERA®

Innovative Jeans

Click here to check
our Legg-Jeans





A man and a woman are standing back-to-back, facing away from each other. They are both wearing denim shirts and jeans. The woman on the left has long brown hair and is looking over her shoulder towards the camera. The man on the right has long blonde hair and is looking straight ahead. They are standing on a light-colored floor against a plain, light-colored wall. The denim shirts are dark blue with long sleeves and buttoned cuffs. The jeans are light blue with a straight-leg fit and cuffed hems. The man's hand is in his back pocket.

Carrera:
Quality Denim
since 1965

NEW OPENING PALERMO

at C.C. La Torre

Exciting news, Palermo! The new Carrera Store is now open.
Come discover our latest denim and fashion collections!



CARRERA STORES

Our stores in Italy and abroad

Click here and navigate with the interactive map!



CALABRIA
CROTONE
Parco Comm. I FIORI - Ss 106 Ionica - Loc. Passovecchio - T: 0962/1727000

EMILIA ROMAGNA

CARPI (MO)
Corso Roma, 11 - 41012 - T: 059/6229609

SASSUOLO (MO)
C.c. Panorama - Via Archimede, 9 - 41049 - T: 335 5463593

PARMA - C.C. PARMA RETAIL
C.c. Parma Retail - Strada Burla S.p. 72 - 43122 - T: 0521/387103

PARMA - C.C. CENTRO TORRI
C.c. Centro Torri - Via San Leonardo, 69/A - 43122 - T: 0521/1412345

MODENA
C.c. La Rotonda Strade delle Morane, 500/14 - 41126 - T: 059/306370

REGGIO EMILIA
C.c. L'Ariosto - Viale Rodolfo Morandi, 16 - T: 0522/1073615

FRIULI VENEZIA GIULIA

SACILE (PN)
C.c. I Salici - Viale Europa, 1 - 33077 - T: 0434/746208

LAZIO

ROMA TUSCOLANA
Via Tuscolana, 1344/1346 - 00174 - T: 06/71588451

ROMA TIBURTINA
Via Tiburtina, 405/407 - 00159 - T: 06/43252235

GUIDONIA MONTECELIO (RM)
C.c. Tiburtino - Via Tiburtina, Km 20,5 - 00012 - T: 0774/019040

LOMBARDIA

MILANO BUENOS AIRES
Corso Buenos Aires, 12 -20129 - T: 02/29409471

MILANO SAN GOTTARDO
Corso San Gottardo, 15 - 20136 - T: 02/58104679

CINISELLO BALSAMO (MI)
C.c. La Fontana Via De Amicis, 2 - 20092 - T: 02/6126159

CURTATONE (MN)
C.c. Quattroventi - Via L. Pilla - 46010 - T: 0376/348361

REZZATO (BS)
Via Brescia, 36/38 - 25086 - T: 030/2591878

VILLASANTA (MB)
C.c. Il Gigante - Via Vecellio, 1 - 20852 - T: 0392/277563

LOMBARDIA

CANTÙ (CO)
C.c. Coop Mirabello - Via Lombardia, 68 - 22063 - T: 031 4061120

BRUGHERIO (MB)
C.c. Bennet - Viale Lombardia, 264 - 20861 - T: 039 2272434

MONTANASO LOMBARDO - LODI
C.c. San Grato - Via Emilia, 2 - 26836 - T: 342 7770100

MOLISE

CAMPOBASSO
C.c. Monforte - C.da Colle Delle Api - 86100 - T: 0874 1951699

PIEMONTE

COLLEGNU (TO)
Via Torino, 168 -10093 - T: 011/4037727

RIVAROLO (TO)
C.c. Urban Center - Corso Indipendenza, 74 - 10086 - T: 0124/425417

TORTONA (AL)
C.c. Oasi - Strada Prov.le per Viguzzolo - 15057 - T: 344 0595583

TOSCANA

GROSSETO
C.c. Aurelia Antica - Via Aurelia Antica, 46 - T: 0564/1724060

PORTOFERRAIO (LI)
Via Zambelli, 3/G - 57037 - T: 0565/1900697

TRENTINO ALTO ADIGE

TRENTO
Via del Suffragio, 43/45 - 38122 - T: 0461/1417153

RIVA DEL GARDA (TN)
Via Diaz, 7 - 38066 - T: 0464/567694

SICILIA

CARINI (PA)
C.c. Poseidon - C.da Ciachea 90044 - T: 091/8690493

PARTINICO (PA)
Via dei Mille, 204 - 90047 - T: 091/2776360

PALERMO
C.c. La Torre - Via Assoro, 25 - 90135

TRAPANI
Via G.B. Fardella, 165/167 - 91100 - T: 0923/1787090

ALCAMO (TP)
Viale Europa, 307 - 91011 - T: 0924/204254

MODICA (RG)
C.c. Al Plaza Shopping - Pzzale D. Bruno - 97015 - T: 338 2607239

VENETO

ALTAVILLA VICENTINA (VI)
Via Tavernelle, 19 - 36077 - T: 0444/370740

BUSSOLENGO (VR)
C/o CONAD - C.c. Porte dell'Adige
Loc. Ferlina, 11 - 37012 - T: 348 2388574

CALDIERO (VR)
Via S. Pietro, 1 - 37042 - T: 045/6150780

LEGNAGO (VR)
Via L. Lama, 3 - 34045 - T: 0442/642258

SAN BONIFACIO (VR)
Via Villanova, 74 - 37047 - T: 045/6104798

SAN GIOVANNI LUPATOTO (VR)
Via Garofoli, 207 - 37057 - T: 045/8221081

STALLAVENA (VR)
Via Prealpi, 26 - 37023 - T: 045/907095

VERONA
Via Roma, 29 - 37121 - T: 045/4575693

VILLAFRANCA (VR)
Viale del Lavoro, 1/B - 37069 - T: 045/6305578

OTHER COUNTRIES

DUBAI - EMIRATI ARABI UNITI
• C/o Century Mall - Ground Floor Shop 21 - Al Mamzar - T: +971/42666778

BENGHAZI - LIBYA
Carrera Point c/o La Famiglia Store
Alhawari Road - T: +218 91 954 1000 - 91 954 2000

DJIBOUTI
• Carrera Point c/o Svamc Boutique
Bawadi Mall - Rue de Venise - Djibouti - T: +25321358286
• Carrera Point c/o Svamc Boutique
Route de la Siesta - Djibouti - T: +253 77165909 - 77173290

ODESSA - UKRAINE
Carrera Store c/o Ostrov Mall
Novoshchipnyi Ryad St, 2 - 65000 Odessa - T: +38 0677290792

KYIV - UKRAINE
Carrera Store - Stepana Bandery Ave, 36 - 04073 Kyiv - T: +38 0968365017

KOSOVO
• Carrera Point c/o Driloni Sportwears
Ring Mall location - 42°23'03.4"N 21°10'01.6"E

• Carrera Point c/o Driloni Sportwears
The Village Shopping&Fun location - 42°22'23.1"N 21°08'53.0"E

BECOME OUR PARTNER!

Open your own Carrera Store!

Interested in a self-employment opportunity? Have your own business and be independent?

With Carrera Jeans you can create your professional future. You will be **supported** in your business by a group that boasts international fame and 50 years of history, and is a guarantee of seriousness and professionalism.

The formula that we offer you is **very simple** and well tested and does not involve risks for our partner!

The advantages of the Carrera Store:

- Brand awareness
- National advertising
- Risk elimination
- Total Look for Men, Women and Children
- Continuing articles “leaders” at the national level
- Value for money
- Wide range of customers
- Warehouse management

Our formula:

- Business partnership
- Guaranteed margin
- Staff training
- Real-time sales tracking with headquarters
- Visual merchandising assistance
- Training internship at the Carrera headquarters
- Absence of inventories
- Periodic restocking
- Turnkey design

Click and start being part of the Carrera Family right away!



EASY STORE PROJECT

Display Solutions

A **complete range** of Carton Box and Wooden Box solutions to set up your Carrera corner **quickly and easily!**



Contact our **Sales Manager** Andrea to open your own **Carrera corner!**
email: andrea.patuzzo@carrerajeans.it




CARRERA B2B RESELLERS

Open the door of the B2B!

Do you have a Shop?

Go to www.carrerajeans.com - 3 clicks and you're already in our team!

EASY - FAST - FREE!

- **ACCESS** the B2B Reserved Area 
- **SIGN UP** by entering your company data
- **CONFIRM** the link you will receive by e-mail

Choose to join us!

Become an Authorized Carrera Jeans Reseller.

The strengths of Carrera Jeans B2B customer service:

- The availability of our warehouse
- The quality of our products for man, woman and children
- The possibility to sell a brand known in Italy for over 50 years



Do you need help? Our Sales Manager Fabio is at your disposal!
Text on **WhatsApp**: +39 3488595490
or to the **email**: fabio.pasquetto@carrerajeans.it



CARRERA®

Innovative Jeans

ANNIVERSARY
60th
from 1965

New Collection S/S 2025

Online and in Stores

www.carrerajeans.com

Read our Company Profile

