

# CARRERA

BRAND MAGAZINE



COLLECTION  
Fall / Winter 2024 Collection Highlights

INNOVATIONS  
Our Innovative products

SUSTAINABILITY  
Love your Style, Respect our Nature

**CARRERA**

Innovative Jeans

# EMBRACE THE SEASON!

THE ESSENCE OF OUR NEW F/W COLLECTION







# CONTENTS

N°03 Fall 2024



## 07 FULLY INTEGRATED SUPPLY CHAIN

Sustainability

## 08 NEW F/W 2024 COLLECTIONS

Collections



## 16 BLUE AGE REPLICA

Collections



## 20 DENIM FOREVER

Lifestyle

## 22 ALOE

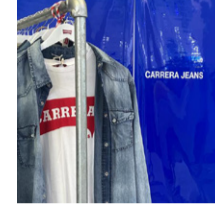
Innovations

## 24 PASSPORT

Innovations

## 26 LEGG JEANS

Innovations



## 30 MILAN FASHION & JEWELS - FW 2024

Company News

## 32 NEW OPENING REGGIO EMILIA

Company News

## 33 - STORE LOCATOR - BECOME A PARTNER!

Company News

## 34 EASY STORE PROJECT

Company News

## 35 B2B RESELLERS

Company News

# CARRERA: HISTORICAL ITALIAN BRAND

A prestigious recognition for our company



In a temporal journey that spans five decades, from 1973 to 2023, Carrera celebrates its half century of excellence as a fashion brand, ascending to the prestigious **Register of Historic Brands of Italy**. This achievement is of particular importance for a company in the clothing sector, testimony to a long and solid tradition.

Carrera, over the course of these five eras, has navigated tumultuous currents of economic and social transformation, emerging as a **beacon of stability**. It has been able to preserve its social and productive identity intact, consolidating its position as **market leader** over time. Carrera's persistence as a leading brand for fifty years in the men's trousers and jeans sectors is an extraordinary result, the result of the extraordinary loyalty of consumers towards the product and the brand itself.

We recognize that clothing is not just a tangible product, but rather a language, an intricate web of signs and symbols. It is the first non-verbal communication tool, and Carrera's **long history of leadership** reflects its ability to adapt to social changes, maintaining a product and language identity that continues to be **appreciated by consumers**.

When a brand persists over time, it becomes a heritage of those who wear it. Our responsibility, therefore, goes beyond producing high-quality clothing; we are committed to **preserving and protecting** this unique language, treating each product with the respect it deserves.

Carrera has always been committed to promoting a respectful supply chain, embracing every step from the farmer's land to the final consumer's wardrobe. We guarantee **superior quality products and fair prices**, the foundations of an ethical and long-lasting relationship with those who choose Carrera.

**Carrera jeans**, emblems of our commitment, arise directly from the cotton flower.

We manage all the production phases of the trousers, **from the thread to the fabric**, from the sewing to the washing, delivering to our customers a product that embodies the mastery of the expert hands of seamstresses who, with daily dedication, have been **shaping our history** for half a century.

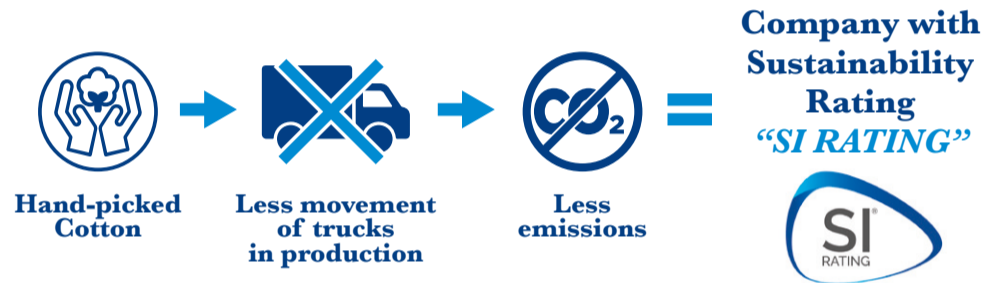
# FULLY INTEGRATED SUPPLY CHAIN

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 








# TIMELESS COMFORT

Casual Styles for Men's F/W Collection

Click here and discover the Lookbook  
of the new F/W 2024 Collection 



## F/W Man Colors



# MAN FIT GUIDE

Our men's jeans models

Check the full range on our website! 





WOMAN Collection

# WARM & WEARABLE

Casual Looks to Elevate Your Wardrobe

Click here and discover the Lookbook of the new F/W 2024 Collection



Cozy Couture





# WOMAN FIT GUIDE

Every woman has her ideal fit!

Check the full range on our website! 





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











*The* **BLUE** ★  
**AGE**  
 THE LEGEND  
 CULT EQUIP.  
 ESTD. 1968 **CARRERA**

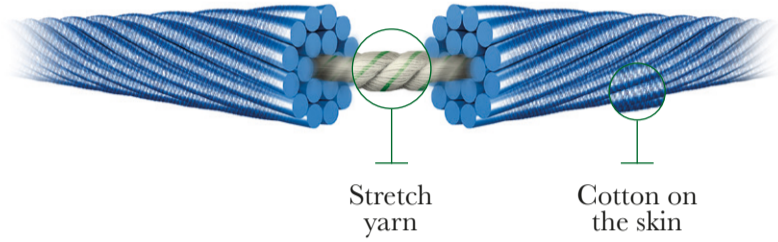
Lifestyle

# 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**

## Stretch DENIM



Art. 0921  
**DENIM 13 OZ.**  
98% CO, 2%EA

Art. 0970  
**DENIM 12,5 OZ.**  
92% CO, 6% PL, 2%EA

## Stretch FABRICS



Art. 9302  
**BULL DENIM 12,5 OZ.**  
98% CO, 2%EA


Art. 0945  
**GABARDINE 10,5 OZ.**  
98% CO, 2%EA

Art. 9165  
**MOLESKIN 11,5 OZ.**  
97% CO, 3%EA

Art. 0950  
**1000 LINES**  
**VELVET 11,5 OZ.**  
98% CO, 2%EA

Visit [www.carrerajeans.com](http://www.carrerajeans.com) and discover all the **new colors** we have chosen for your F/W 2024!

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*





Innovative Jeans

JEANS  
**PASSPORT**  
Beautiful, Comfortable and Safe



# 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



Carrera:  
the beauty of Denim  
since 1965



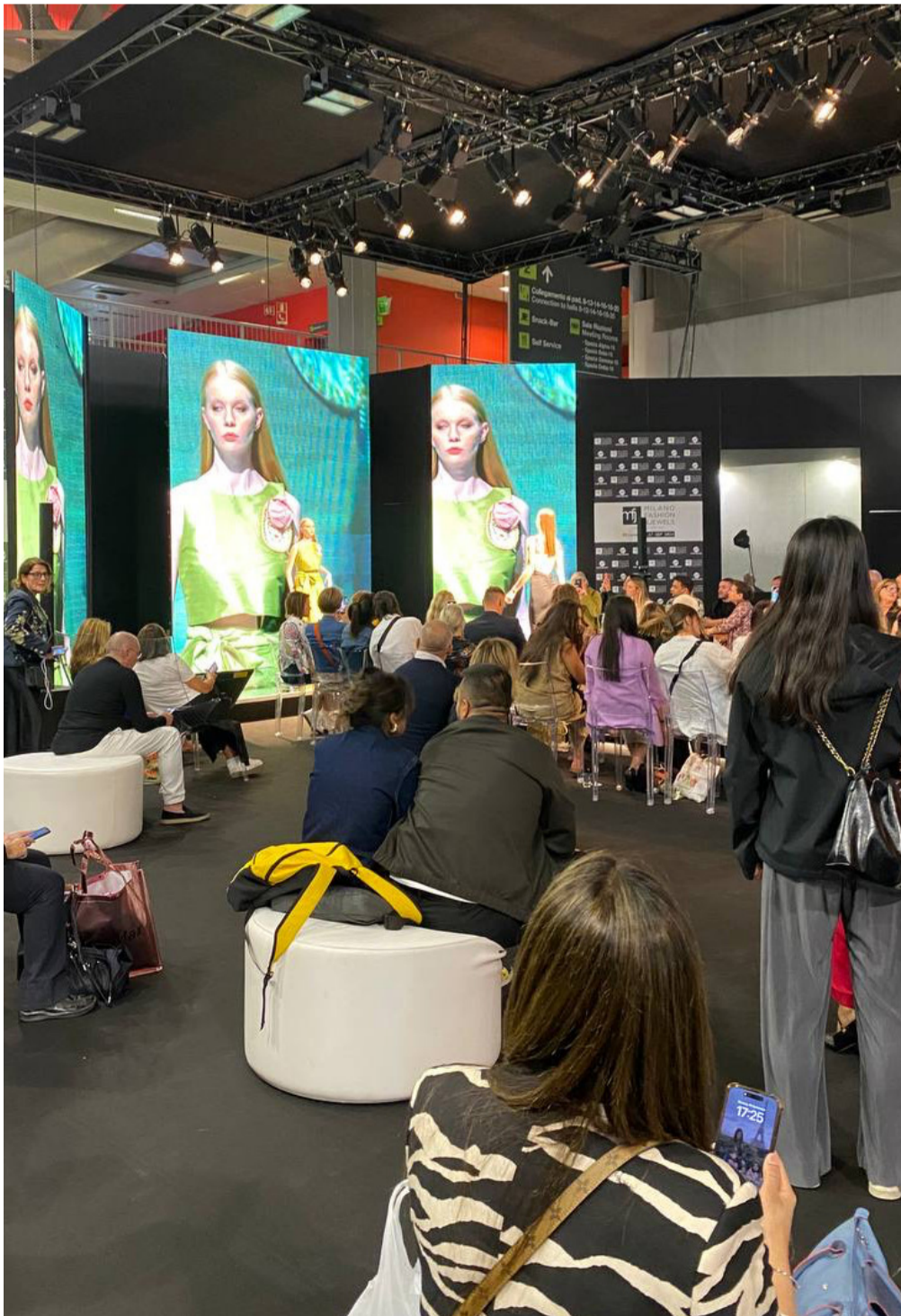


# MILAN FASHION & JEWELS - FW 2024

During the Fashion Week we participated at Milan Fashion & Jewels with our new collection in this sparkling fair dedicated to **fashion!**

[www.milanofashionjewels.com](http://www.milanofashionjewels.com)





# NEW OPENING REGGIO EMILIA

at C.C. L'Ariosto

We are excited to announce the grand opening of our new Carrera Store in Reggio Emilia, located at the L'Ariosto Shopping Center! Join us for an amazing selection of stylish apparel and exclusive offers. Come and discover your new favorite outfits with us!





# 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

## MOLISE

### CAMPOBASSO

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

## PIEMONTE

### COLLEGNO (TO)

Via Torino, 168 - 10093 - T: 011/4037727

### RIVAROLO (TO)

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

## PUGLIA

### TAVIANO (LE)

Via Regina Margherita, 252 - 73057 - T: 0833/553271

## 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

### TRAPANI

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

### CAPO D'ORLANDO (ME)

Via Lo Sardo, 1 - 98071 - T: 0941/1830355

### MODICA (RG)

C.c. Al Plaza Shopping - **PROSSIMA APERTURA**

## 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

### SANT'AMBROGIO DI VALPOLICELLA (VR)

Via A. De Gasperi, 16 - 37015 - T: 045/7235995

### 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
- C/o Dubai Outlet Mall - First Floor F98 - Al Ain Road - T: +971/44200241

### 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

### FERIZAJ - KOSOVO

Carrera Store c/o Ring Mall (first floor)  
Magjistratja Ferizaj Prishtine - 70000 Ferizaj - Kosovo - T: +383 44 688 885

# 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](mailto:andrea.patuzzo@carrerajeans.it)




# CARRERA B2B RESELLERS

Open the door of the B2B!

## Do you have a Shop?

Go to [www.carrerajeans.com](http://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](mailto:fabio.pasquetto@carrerajeans.it)**



**CARRERA**<sup>®</sup>

Innovative Jeans

New Collection F/W 2024

Online and in Stores

[www.carrerajeans.com](http://www.carrerajeans.com)

Read our Company Profile

