

SUMMER 2024

N°02

CARRERA

BRAND MAGAZINE



CARRERA

Innovative Jeans

LET'S SPLASH INTO SUMMER!

DISCOVER OUR SUMMER COLLECTION 2024







CONTENTS

N°02 Summer 2024



07

**FULLY INTEGRATED
SUPPLY CHAIN**

Sustainability

08

**NEW S/S 2024
COLLECTIONS**

Collections



16

**BLUE AGE
REPLICA**

Collections



20

DENIM FOREVER

Lifestyle

22

ALOE

Innovations

24

PASSPORT

Innovations

26

LEGG JEANS

Innovations



28

**DENIM
PREMIERE VISION**

Company News

30

**CARRERA + M2O
ON AIR!**

Company News

31

**- STORE LOCATOR
- BECOME A PARTNER!**

Company News

32

EASY STORE PROJECT

Company News

33

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.

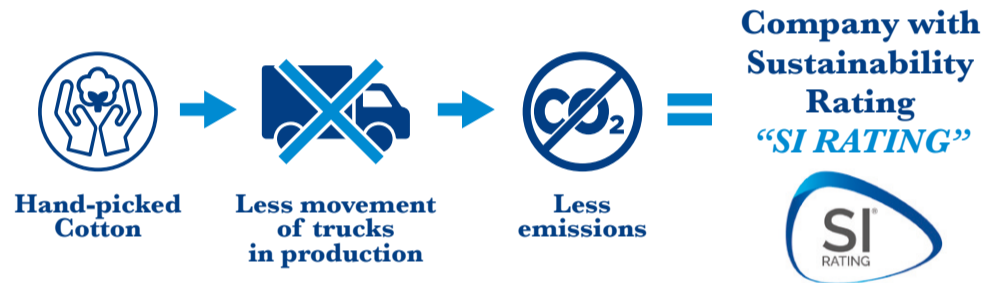
FULLY INTEGRATED SUPPLY CHAIN

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 



MAN Collection

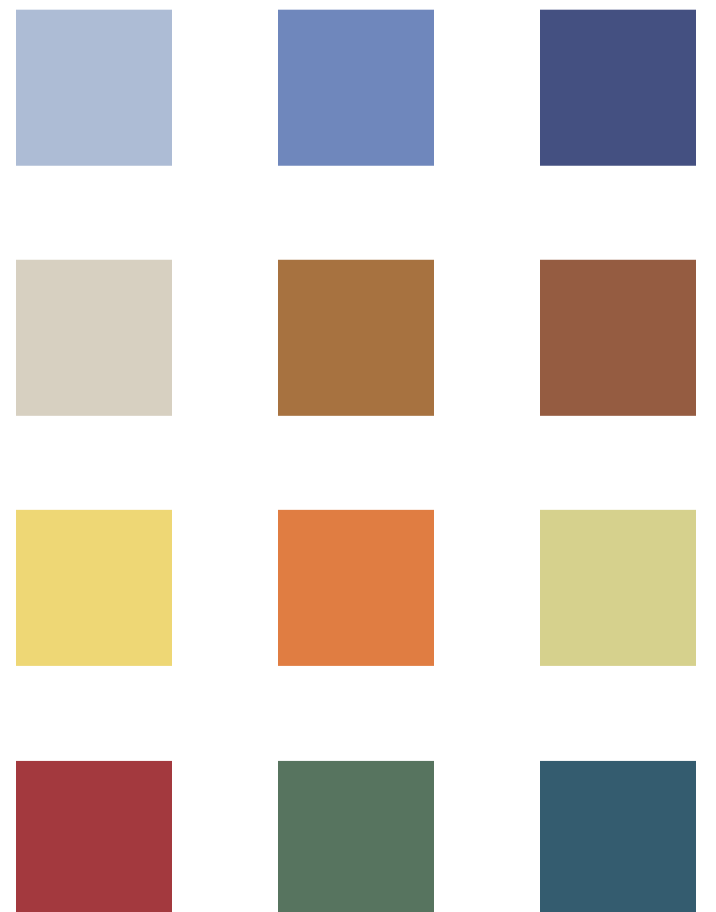
HOT IN THE CITY

Summer style inspiration for men

Click here and discover the Lookbook of the new S/S 2023 Collection



S/S Man Colors





MAN FIT GUIDE

Our men's jeans models

Check the full range on our website! 








SUN-KISSED LOOKS FOR SUMMER

Top picks for kicking off the season in style

Click here and discover the Lookbook of the new S/S 2024 Collection 

Sunshine & Style



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. 1963
CARRERA



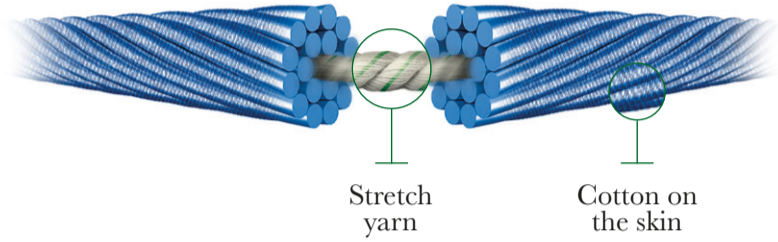
Lifestyle

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

Art. 0930
DENIM 10 OZ.
98% CO, 2%EA

Art. 0941
DENIM 9 OZ.
89% CO, 9% PL, 2%EA

Stretch FABRICS



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


Art. 0942
GABARDINE 8 OZ.
97% CO, 3%EA

Art. 9167
LIGHT CANVAS 6,5 OZ.
98% CO, 2%EA

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



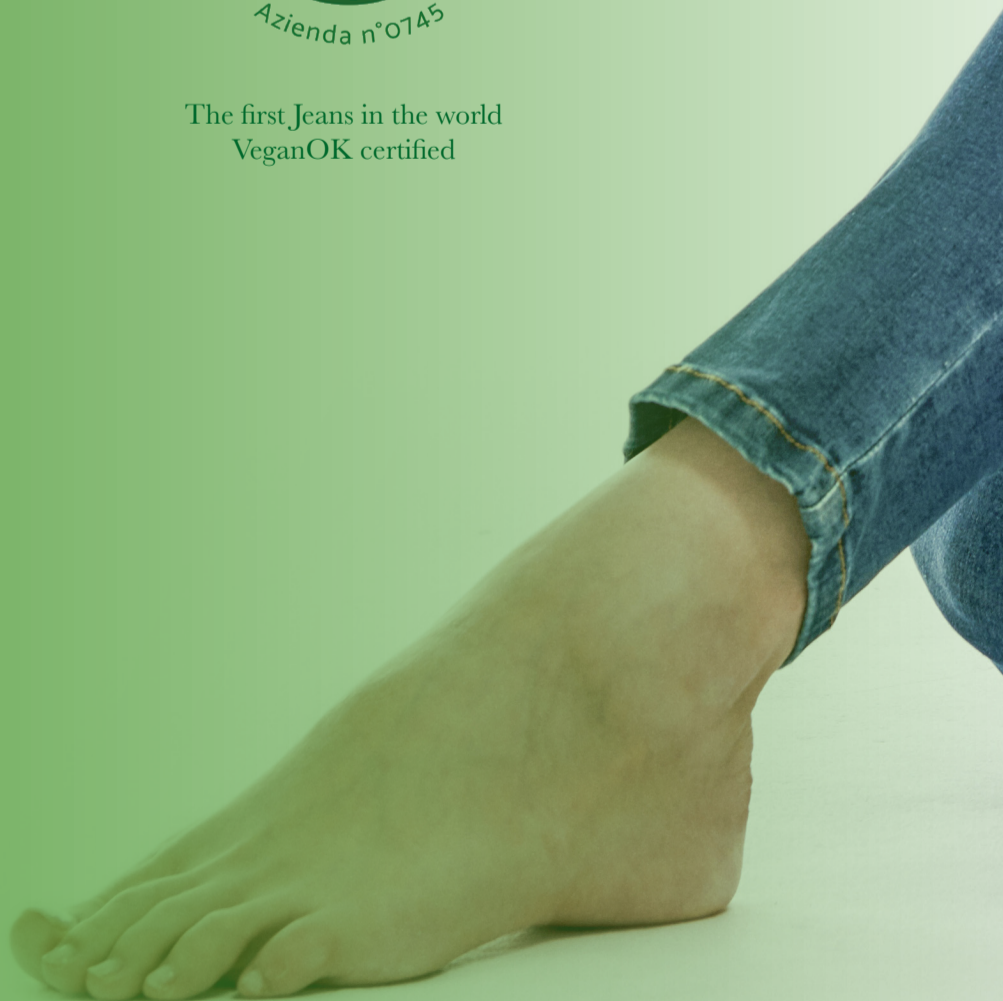
Properties of Aloe Vera:

- SANITIZING
- SMOOTHING
- REFRESHING
- NOURISHING
- MOISTURIZING
- ANTIOXIDANT



The first Jeans in the world
VeganOK certified

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

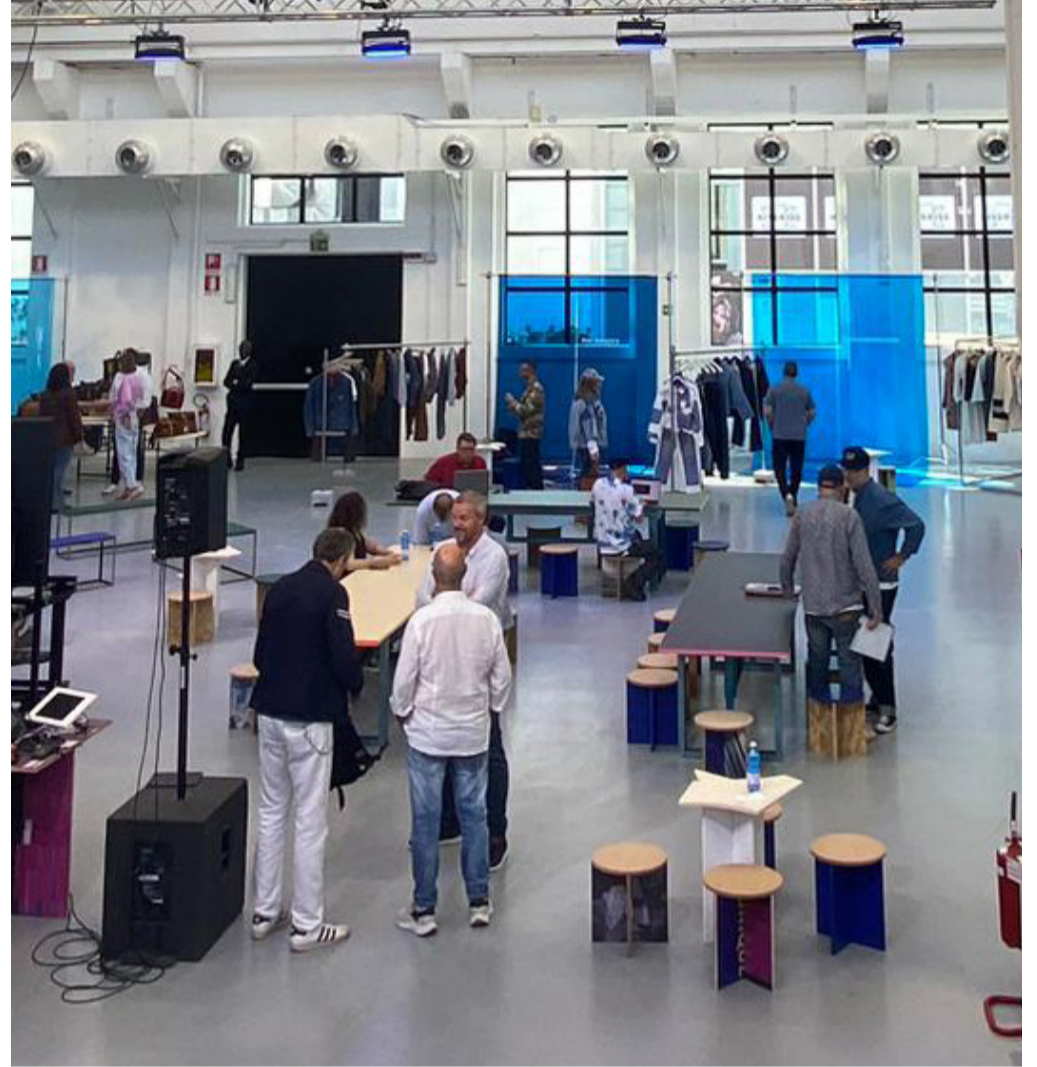


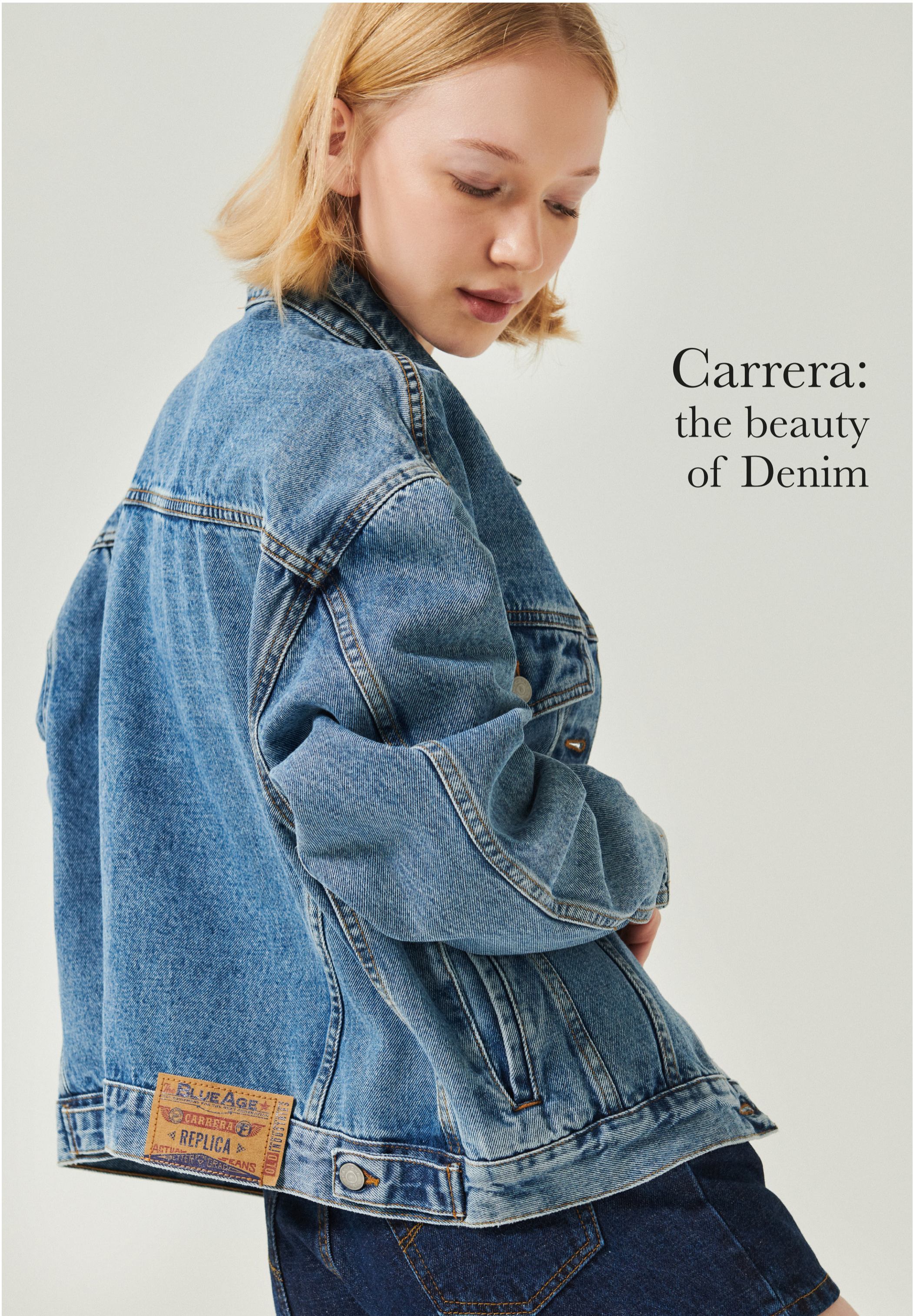
DENIM PREMIERE VISION

Carrera Jeans was invited to participate as a **Historical Brand** and as an example of a **Sustainable Integrated Supply Chain** at the **DENIM PREMIERE VISION**, at the **Super Studio in Milan**, on 5 and 6 June 2024.

In a world where everything changes Carrera Jeans has proven to be **the only Italian brand** that works with passion (for 60 years next year) to ensure that **everything can change** (on the outside) **without changing anything** (on the inside). Super positive experience. Mission accomplished!

Click here and check the
Premiere Vision site





Carrera:
the beauty
of Denim

CARRERA + M20 ON AIR!

Carrera launches its new **national campaign** on **Radio M20**, a young and trendy radio with broadcast throughout the national territory!

Click here to listen to M20 Radio! 



The iconic DeeJay Building in Milan



Gianluca and Amalia Tacchella with Albertino Dj - Art Director of M20 Radio



radiom2o
DEEJAYSTATION

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

Via Crispi, 4/C - 42121 - 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

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




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

New Collection S/S 2024

Online and in Stores

www.carrerajeans.com

Read our Company Profile

