

# Safilo Group hosts 'Buying Day' marking Carrera's 65 years of Design and Quality



Safilo Group, a worldwide leader in the design, manufacturing and distribution of eyewear, celebrated Carrera Eyewear's 65th Anniversary by hosting a "Buying Day" followed by Carrera Eyewear Night for the optical trade partners. The Buying Day was an interactive event for Safilo Group to present its latest eyewear collections of Carrera, Polaroid, Seventh Street, Tommy Hilfiger, Levi's, Boss, Pierre Cardin, Hugo, and other licensed brands for Sri Lankan optical trade partners and leading organizations. The Carrera Eyewear Night event featured many engaging activities, the highlight of which was the fashion show where the models sported the latest Carrera and Polaroid eyewear. The large audience was taken on a journey of the history of Carrera Eyewear and subsequently provided insights on the latest global eyewear trends, newest products, and marketing

actions mapped out by Safilo Group to reinforce its strong position in the industry. One of the representatives from Safilo Group stated, “This year’s “Buying Day” session was put together as a part of Carrera’s 65th Anniversary celebrations. It was a well-organized event that allowed us to interact with our optical trade partners, discuss the respective Eyewear products, and exchange ideas. Through this interactive session, our dealers were able to gain engaging insights into the styles and specific features of the latest eyewear collection and select and order products to be marketed in Sri Lanka. We are confident that the new products will be a hit with our optical trade partners in Sri Lanka.” Safilo Group is a major player in the eyewear market in the design, production and distribution of sunglasses, optical frames, sports helmets, goggles and sports glasses. The Carrera Collection features three main product families: CARRERA FLAG, CARRERA SIGNATURE and CARRERA ACTIVE.

