

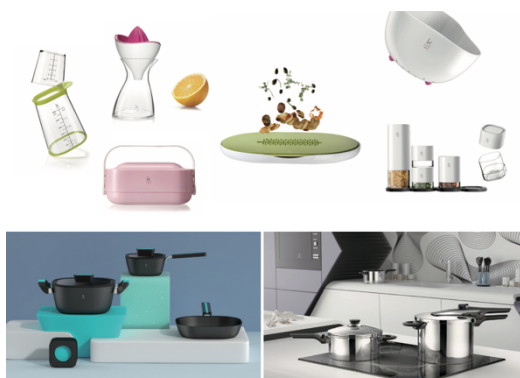
PRESS RELEASE

The most beautiful cooperation of 2019: CARRERA and Karim Rashid.



Munich, February 2019. CARRERA – the premium brand for powerful bathroom and kitchen appliances – and star designer Karim Rashid are joining forces for the very first time. Thus, the two aesthetes will create a whole new level of possibilities when it comes to product categories and price segments – both for themselves and, above all, for the trading sector.

CARRERA and Karim Rashid are going to cooperate? At first glance, this might strike you as an extremely unequal partnership.



Colour enthusiast Rashid works with sensual and extroverted designs reminiscent of pop art. His iconic kitchenware and tableware ranges from small kitchen accessories and functional storage containers to cookware and pressure cookers.

CARRERA, however, always presents itself in a rather rational manner, with a steady focus on performance and technology. The wide product range includes small electrical appliances such as electric kettles, toasters, different mixers and blenders and the recently added kitchen machine.



Yet both parties are driven by the wish to create very minimalist, clear and function-oriented product designs. And the variegated product segments create totally new possibilities for designing a coherent kitchen assortment in different quality and price segments for the trading sector. 'In Karim Rashid, we have found a partner who shares our passion and degree of perfection when it comes to the development of products. Both brands make full use of their design competence in the respective segments,' says Dirk Hagen Zimmermann, responsible product designer at CARRERA. 'With its powerful and attractive appliances, CARRERA clearly stands out from the competition. I like that, and it goes perfectly with my motto: I want to change the world. So let's move on to actions and change the world,' Karim Rashid adds.

This year, there will be a lot to discover for professional visitors at Ambiente in hall 3.0/stand C75:

Apart from the CARRERA premium kitchen series, new colour variations reflecting the cooperation with Karim Rashid will be presented at Ambiente. For the first time ever, CARRERA will present a whole new kitchen product series at entry-level prices.

In the context of our cooperation, we will also show kitchenware and tableware, water bottles and vacuum flasks as well as cutlery by Karim Rashid.

Besides, professional visitors will have the opportunity to take a look at CARRERA's new bathroom series, "Ivory Blush", which has been manufactured to the same high standards as our kitchen series. Lastly, Rashid will present different luggage items and backpacks in varying sizes and designs.

Ambiente, hall 3.0/stand C75.

CARRERA: Brand & Company

Designed in Germany, CARRERA bathroom and kitchen series captivate with high quality, strong performance and intuitive operation. CARRERA is the first brand to offer products that are all guided by a unified design language. Practical household appliances turn into lifestyle articles that no longer have to be hidden away in drawers. They are loved by lifestyle-oriented, creative and value-conscious people who appreciate individuality and deliberately stand out from the rest.

The company behind the CARRERA brand is Aquarius Deutschland GmbH – an international full-service provider with headquarters in Munich and Düsseldorf. With a focus on small electrical appliances, the entire market process is controlled by more than 90 employees distributed across five sites in Munich, Düsseldorf, Hong Kong, Ningbo and Shenzhen. Be it the premium or the volume segment, the strengths lie in the development of individual concepts, products, brands and commercial solutions and are implemented across the entire value chain.

For further information please email us at
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Further images and all product details are available at
<https://www.carrera.de/de/presse.html>