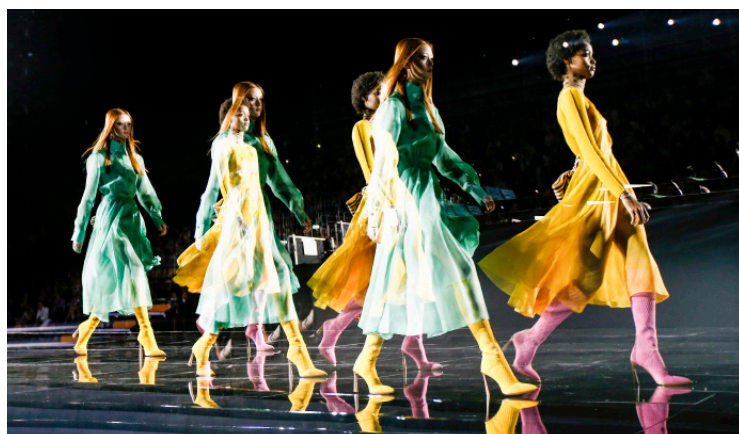




Capri, August 28th and 29th

This year LuisaViaRoma chose the beautiful isle of Capri, one of Italy's best hidden treasures, to enjoy a beautiful weekend together with friends and family on the last weekend of August.

For this occasion, LuisaViaRoma will announce the launch of its first book publication and will celebrate its long-term Unicef partnership with an event supporting all children in need.



WINDOW TO A FUTURE FASHION WORLD

Capri, Friday August 28th

LuisaViaRoma will celebrate the launch of its exclusive limited edition book edited by Rizzoli New York: *LuisaViaRoma - Window to a Future Fashion World*.

1000 numbered copies of the book will be released dedicated to the history of LuisaViaRoma from a creative point of view, highlighting all the shop's iconic windows.

The book is a narrative featuring a collection of compelling images, as well as the story of LuisaViaRoma romantically told by the hands of Cesare M. Cunaccia. The author accompanies the reader throughout the shop's journey, from the initial beginnings as a small boutique shop selling hats in Via Roma, to becoming an international presence within the luxury fashion industry.

'The store in Florence represents our window to the city where everything began with my family. LUISAVIAROMA.COM is today our window to the world. It's a family business which I'm proud to celebrate. Now more than ever, we need to see and have windows on a future world.' Andrea Panconesi, CEO of LuisaViaRoma.

The special guest and host for the evening will be **Chiara Ferragni**, whom is known as one of the fashion industry's most esteemed digital entrepreneurs. She has always had a very close relationship to LuisaViaRoma since the beginning of her career in 2009, where she attended LUISAVIAROMA FIRENZE4EVER's as one of the special guests for the event. She was now chosen to be LuisaViaRoma's guest of honor for this evening as she is known to be a positive example of an Italian success story throughout the world.

A Sustainable project: every copy is realized with sustainable FSC paper. Every copy of this book will plant a new tree in partnership with Treedom, the online platform that encourages the conscious use of tools available online to create a sustainable ecosystem. The growth of the LuisaViaRoma and LVR Sustainable forest can be followed at the following link:
www.treedom.net/luisaviaroma.

LuisaViaRoma - *Window to a Future Fashion World* will be released in English in November 2020 by Rizzoli New York and will be available to purchase on Luisaviaroma.com



LUISAVIAROMA FOR UNICEF

Capri, Saturday August 29th.

After such great successes of the past two years of the Summer Gala, LuisaViaRoma and UNICEF announce a new collaboration: LuisaViaRoma for UNICEF.

The event will take place at the beautiful La Certosa di San Giacomo in Capri.

The unforgettable evening will include a cocktail reception and exclusive dinner, a live auction, an appearance by the Grammy-award winning group **Clean Bandit**, and finally a very special performance by the legendary Italian tenor, **Andrea Bocelli**.

All funds raised during this event will go towards supporting UNICEF's work in providing care and protection to vulnerable children across the globe.

Despite remarkable challenges around the world, UNICEF employees continue to fight for the rights of vulnerable kids daily, seeking to provide safe shelter, nutrition and protection from conflicts, natural disasters and inequality to those in need.

LUISAVIAROMA CEO Andrea Panconesi, UNICEF Italy Executive Director Paolo Rozera, and Fundraising Chairman Tommaso Chiabra will be hosting this special evening.

"We profoundly thank LuisaViaRoma to be always on our side. This year more than ever their support is precious, and it will let UNICEF keep supporting children and families during these critical months. Right now, UNICEF staff is doing everything in our power to ensure that children do not feel the impact of the COVID-19 emergency for decades to come. We can do it, but only thanks to the support of our partners and donors. Together we must reimagine a fairer world for every child." - **Paolo Rozera** UNICEF Italy Executive Director

"We are pleased to strengthen our partnership with UNICEF to host this new event that will have the same objective: to help those less fortunate. I look forward to a fantastic evening that gives back to children in need." **Andrea Panconesi** - CEO of LuisaViaRoma.