



LUISAVIAROMA FOR UNICEF

Capri, Saturday July 31st 2021

Following the great success of the past years, LuisaViaRoma and UNICEF Italia announce the fourth exclusive edition of the charity gala event **LuisaViaRoma for UNICEF**.

The event will be held at the historic La Certosa di San Giacomo in Capri on Saturday July 31st, with the mission to raise funds to support UNICEF charities and projects around the world.

All funds raised during the event will support UNICEF's work in providing care and protection to vulnerable children across the globe. Despite the global challenges brought on by the pandemic, UNICEF continues to fight on a daily basis for the rights of children in need — providing safe shelter, nutrition and protection from conflicts, natural disasters and inequality.

The unforgettable evening will feature live acts by global pop superstar **Katy Perry** and Grammy-winning singer **John Legend**.

In addition to the musical performances, the gala will include a cocktail reception and a star-studded exclusive dinner, followed by a live auction of luxury items and experiences conducted by **Harry Dalmeny** of Sotheby's.

The auction will include incredible items such as *Steve McQueen's own 1961 Cooper Formula Junior race car*, a rare "Astronomia" watch by *Jacob & Co.*; fine artworks by the likes of *Andy Warhol*, *Alex Israel*, and *Richard Orlinski*;

In past editions, LuisaViaRoma helped raise an astonishing total of **8 million Euros** to support UNICEF. This year, a part of LuisaViaRoma's contribution will facilitate the restoration of La Certosa in Capri, with the aim to maintain and protect the local institution.

LUISAVIAROMA's CEO, **Andrea Panconesi**, UNICEF Italia Executive Director **Paolo Rozera**, and UNICEF Fundraising Chairman **Tommaso Chiabra** will be hosting the charitable event alongside Event Chairs: **Vanessa Hudgens**, **Heidi Klum**, **Natasha Poly**, **Jon Kortajarena**, **Cindy Bruna**, **Maria Bakalova**, **Frida Aasen**, **Lais Ribeiro**, **Karolina Kurkova** and **Emily Ratajowski**.

"Throughout the years, our partnership with UNICEF has centered around the mutual objective of providing help to children in need. The global challenges of the past year have strengthened our commitment. We, as a company, need to raise awareness of these social issues and contribute to making as much positive impact as possible. I am honored to find myself surrounded by a collective effort to support this vital cause." **Andrea Panconesi** - CEO of LuisaViaRoma.

"We are deeply grateful that this year LUISAVIAROMA has chosen to be at our side again for this important event. One year ago, at the 2020 Gala, we were in the midst of a new global pandemic and our goal was to protect all children as much as possible from the effects of COVID-19. Behind us, we have a year of hard work to deliver on that promise, a year that has seen UNICEF more committed than ever to facing the emergency through the COVAX project, which aims to distribute 2 billion of doses of vaccine in low- and middle-income countries. Thus, I want to thank Andrea Panconesi and all people involved in this event for their invaluable contribution and support in reimagining a better future for children." - **Paolo Rozera** - UNICEF Italia Executive Director.

"I am truly proud to stand with UNICEF again this year. Since this adventure began, four years ago, I never thought that we would achieve these significant results and build this priceless collaboration with a partner such as LUISAVIAROMA. I'm so proud of what we built all together and I want to thank UNICEF for welcoming me into its family and introducing me to its tireless work in support of children" - **Tommaso Chiabra**, UNICEF Fundraising Chairman