

LUISAVIAROMA FOR UNICEF *St Barth*

LUISAVIAROMA GALA FOR UNICEF *Saint Barth*

The Winter Edition, Wednesday December 29th

with a special performance by
DUA LIPA

LuisaViaRoma and UNICEF are proud to announce the exceptional winter edition of the well-renowned summer gala event **"LuisaViaRoma for UNICEF"**.

"After four successful editions of the charity summer gala in Porto Cervo, Sardinia and in Capri, we decided it was time to introduce a winter edition, without losing the essence of summer - said Andrea Panconesi, CEO of LuisaViaRoma - the island of Saint Barth was the right choice which came at the right time for us. LuisaViaRoma, as a company, needs to raise awareness of social issues and contribute to making as much positive impact as possible."

The event will be held at the iconic **Eden Rock on Wednesday December 29th**, with the mission to raise funds for UNICEF's world-wide efforts..

The unforgettable evening will feature an exclusive performance by global superstar **DUA LIPA**.

LuisaViaRoma CEO, **Andrea Panconesi**, UNICEF Italy Executive Director Paolo Rozera, and UNICEF Italy Fundraising Chairman **Tommaso Chiabra** will be hosting the charitable event alongside the Founding Partner **Augustinus Bader** the London-based skincare company.

"LVR has been an invaluable partner and we've seen their commitment to support UNICEF grow over the years. I couldn't be more pleased to announce, in less than a year, another event in partnership with them, and, furthermore, hosted in an international location like St Barth."

This event will help strengthen UNICEF programs in some of the world's toughest places, to protect children's rights and safeguard their futures and we are extremely grateful to LVR for supporting our mission once again." said **Paolo Rozera**, UNICEF Italy Executive Director.

In addition to musical performances, the gala will include a cocktail reception, an exclusive dinner, a live auction of art and nearly-impossible-to-get items and experiences, and more surprises.

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.

"I continue to be humbled and pleased to see the partnership between UNICEF and LVR reach new milestones. We are extremely grateful to LVR for investing in the Saint Barth gala and most importantly for being on UNICEF's side in achieving sustainable change for the health and education of the world's children." **Tommaso Chiabra**, UNICEF Fundraising Chairman

"Giving back has been a part of Augustinus Bader's company mission since day one. Professor Bader, our founder, launched this company to further facilitate and fund research for burn and wound healing—for improving health through science and applied research. With our growth, we have expanded our charitable missions, and we, as a company, are deeply proud to partner with LuisaViaRoma and UNICEF on this remarkable, meaningful event," says **Charles Rosier**, CEO of Augustinus Bader.

In the past four editions, LuisaViaRoma helped raise an astonishing total of 13 million Euros to support UNICEF.

About UNICEF

UNICEF, the United Nations Children's Fund, promotes children's rights and well-being across the world. Together with their loyal partners, they work in 190 countries and territories to translate this commitment into practical action, focusing special efforts on reaching the most vulnerable and excluded children, and to benefit all children, everywhere. UNICEF Italy is a registered charity funded entirely by voluntary contributions from individuals, businesses, foundations and governments. Continuously committed to finding new ways of saving children's lives, the inaugural UNICEF Summer gala was a new opportunity to involve more and more people to their cause and to find new allies to fight for child safety and equality. "We profoundly thank our partner LuisaViaRoma, without which this special event would not have been possible. I am sure that together we will save more and more children all over the world." - Paolo Rozera UNICEF Italy Executive Director.

About LUISAVIAROMA

LuisaViaRoma is one of the world's leading online retailers for luxury fashion. Founded in 1929 by the Panconesi family as a small boutique on Via Roma in Florence, at the beginning of 2000s the Company became the first online fashion platform by launching luisaviaroma.com, combining a curated brick-and-mortar with digital presence. From its base in Florence, LuisaViaRoma today counts ca. 230 people and ships to over 120 countries globally, reported revenue of ca. €180 million in 2020, of which over 90% is online and over 75% is to international customers. LuisaViaRoma prides itself on offering the best choice of menswear, womenswear, childrenswear, home, beauty and a special section dedicated to street style and sportswear collections from more than 600 international top brands including Gucci, Balenciaga, Moncler, Valentino and more. Over time, the Company has developed a strong marketing strategy driven by a philanthropic approach and culture of sustainability, resulting in events and sponsorships with global social and media resonance, such as the LuisaViaRoma for UNICEF Summer Gala, unique multi-brand fashion shows and the Extreme E Championship.

About Augustinus Bader

Augustinus Bader is a multi-award winning skincare company that launched in London in 2018. The brand was established with the aim of financing ongoing research in Professor Augustinus Bader's specific field of wound and burn healing. As a world-renowned expert in stem cell research, Professor Bader's application of knowledge and science has resulted in a game-changing platform that takes a revolutionary approach to skincare. This is done predominantly via TFC8®, a Trigger Factor Complex conceived of by Professor Bader that supports one's natural self-healing processes.

For information and table pricing, please contact events@iSocietyGroup.com