

LUISAVIAROMA

for
unicef 
St Barth

LUISAVIAROMA X UNICEF Saint Barth

with special performances under the stars of St. Barth by
LENNY KRAVITZ & DRAKE

LIVE AUCTION CONDUCTED BY:
SIMON DE PURY

EVENT CHAIRS:
MARIACARLA BOSCONO
LUKE EVANS
KAROLINA KURKOVA
RITA ORA
NAOMI WATTS & BILLY CRUDUP
FRIDA AASEN

LEADERSHIP COMMITTEE:
LUISA PANCONESI, PRESIDENT OF THE COMITATO EVENTO ST.BARTH GALA PER UNICEF 2022
PAOLO ROZERA, UNICEF ITALIA EXECUTIVE DIRECTOR
TOMMASO CHIABRA, UNICEF ITALIA EVENT FUNDRAISING CHAIRMAN.

Links to download images of the event:

Photocall

<https://dam.gettyimages.com/assignments/luisaviaroma-for-unicef-winter-gala-photocall>

Performance

<https://dam.gettyimages.com/assignments/luisaviaroma-for-unicef-winter-gala-performance>

Auction

<https://dam.gettyimages.com/assignments/luisaviaroma-for-unicef-winter-gala-auction>

Art Gallery

<https://dam.gettyimages.com/assignments/luisaviaroma-for-unicef-winter-gala-art-gallery>

Ambiance

<https://dam.gettyimages.com/assignments/luisaviaroma-for-unicef-winter-gala-ambience>

St. Barth, Thursday December 29th, 2022

Last night LuisaViaRoma hosted the second edition of the winter gala event **LuisaViaRoma for UNICEF**.

The event was held at **Emeraude** St Barth, the night featured a cocktail reception, a gala dinner and a live auction of exclusive items, artwork and experiences conducted by **Simon De Pury**.

Unforgettable highlights of the event included a special performances by writer, producer, songwriter and multi-instrumentalist, **Lenny Kravitz**, who has won four consecutive Grammy® Awards, and **DRAKE**, multi-award-winning performer who is the first artist in history to earn 100 top 20 hits on the Billboard Hot 100 and the all-time record-breaker for most top 5 hits among all artists in Hot 100 history — surpassing The Beatles.

International celebrities, philanthropists and notable guests from all over the world attended the night and helped raise more than **3 million euros through the auction** to support UNICEF's work in providing care and protection to vulnerable children across the globe. The event was hosted by **Luisa Panconesi**, President of LuisaViaRoma's Comitato Evento, **Paolo Rozera**, UNICEF Italia Executive Director and

Tommaso Chiabra Event Fundraising Chairman UNICEF Italia, together with the generous support of the event's founding partner, the **Red Sea International Film Festival**.

The attendance of notable guests made the evening even more special, amongst them: *Leonardo DiCaprio, Tobey Maguire, Naomi Watts and Billy Crudup, Luke Evans, Edward Enninfu Obe, Rita Ora, Karolina Kurkova, Maxwell, Kygo, Liya Kebede, Kiernan Shipka, Taika Waititi, Remo Ruffini, Georgia Palmer, Chase Hudson, Nabilla Vergara, Jordan Barrett, Rachel Zoe, Amalie Gassmann, Sveva Alvitì, Bob Sinclair and Frida Aasen.*

The night continued with a live auction with a variety of art pieces and one-of-a-kind luxury items and experiences, many of which were introduced by the celebrities in the room. Highlights of the auction included an a software-based artwork by **Refik Anadol**, AI Data Sculpture A, that is the largest neurotherapeutic AI data sculpture, and the first artwork ever produced using human brain data, as well as **Steve McQueen's** own 1961 Formula junior race car, the **Ares** customised Land Rover Cabriolet and BMW Scrambler motorcycle with trailer, and a unique experience under the Northern lights of the Arctic with polar explorer **Johan Ernst Nilson**.

"The collaboration between LuisaViaRoma and UNICEF throughout these five years proved that coming together for solidarity really makes the difference in the life of many children around the world. There is no future without children and your generosity will help UNICEF's vital work to provide care and protection to the most vulnerable ones around the world." - **Luisa Panconesi** - President of the Comitato Evento St. Barth Gala per Unicef 2022

"The LuisaViaRoma Gala for UNICEF in St Barth provides an opportunity for those gathered in playing their part towards helping children and the communities where the needs are most urgent. I would like to extend my thanks to LuisaViaRoma and the Panconesi family for their sustained support in making this event possible. Thank you for joining us in making a difference for children, in need, around the world" - **Paolo Rozera**, UNICEF Italia executive director.

"I feel grateful to be inspired every day by UNICEF's mission and to have participated in such an outstanding event that drives advocacy and fundraising for children worldwide. Every child deserves to be protected, and live a healthy and safe life. This extraordinary Gala keeps representing a concrete impact on thousands of children's lives and I am deeply thankful to everybody who worked tirelessly to make it happen and to all of our guests for their remarkable generosity in supporting this vital cause." - **Tommaso Chiabra**, UNICEF Italia Event Fundraising Chairman.

"It is a great source of pride for us at the Red Sea Film Foundation to have supported LuisaViaRoma in its Gala in favor of UNICEF. We are thrilled to have helped raise funds for UNICEF at the winter Gala in Saint-Barth. We applaud the fantastic work UNICEF has been doing, and hope we can keep raising funds, together with LuisaViaRoma, that advocate for the protection of children's rights, to help meet their basic needs and to expand their opportunities to reach their full potential." **Mohammed Al Turki**, CEO of Red Sea Film Foundation.

About LUISAVIAROMA

LuisaViaRoma is one of the world's leading online retailers of 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 a digital presence. 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 a 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 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 government. 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 in their cause and to find new allies to fight for child safety and equality. "We profoundly thank our partner LuisaViaRoma, without whom 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 Red Sea International Film Festival

The second edition of the Red Sea International Film Festival will bring the best in Arab and World Cinema to Jeddah, nestled on the eastern shore of the Red Sea. The Festival will showcase a compelling slate of new and diverse films, alongside a retrospective programme celebrating the masters of cinema as well as introducing audiences to exciting new voices from the region and beyond. The Festival will provide a platform for Arab filmmakers and industry professionals from around the world to connect, host feature and short film competitions, and present a series of events, masterclasses, and workshops to support emerging talent. Running alongside the Festival is the Red Sea Souk, the Festival's industry market, designed for global exchange and partnerships between the international and Saudi film industries. The four-day market will offer a packed programme of curated events to foster co-production, international distribution, and new business opportunities. The Souk offers unbeatable access to the new vibrant Saudi scene, as well as the best of the Arab market through pitching sessions, one-on-one meetings, screenings, industry talks, and networking events.