

# LUISAVIAROMA & VOGUE RUNWAY ICONS

## LUISAVIAROMA & BRITISH VOGUE ANNOUNCE “RUNWAY ICONS”

*Milan, 20 April 2023*

LuisaViaRoma, in partnership with British *Vogue* and editor-in-chief Edward Enninful OBE, announces a special catwalk show, “**Runway Icons**”, which will take place in Florence, Italy on 14 June 2023.

An evolution of LuisaViaRoma’s inaugural fashion show in 2019, this unique open-air catwalk event will be held at the historic Piazzale Michelangelo to an audience of 2,000 people. “**Runway Icons**” will trace the evolution of global fashion and style through the decades, creating a visual dialogue between past, present and future.

“**Runway Icons**” will feature looks from around 50 international brands, both emerging and established names who have created pieces that reflect not only their iconography and heritage, but also their contemporary style DNA. These looks will be modeled by leading industry talents and friends of British *Vogue*.

The show will be followed by an exclusive private dinner and party featuring a musical performance. LuisaViaRoma will also celebrate the special event with a series of activations around its home city of Florence – a location synonymous with the history of fashion and craftsmanship – including its flagship store, taking place in parallel to Pitti Uomo.

*“This is a unique opportunity to bring together a selection of the world’s leading designers in one show-stopping moment. There is an electric sense of creativity and craftsmanship in Florence, so to bring our vision to the runway here, with so many of our favourite collaborators, will be an unmissable event.”*

**Edward Enninful, British Vogue editor-in-chief and Vogue European editorial director.**

*“Since its foundation 94 years ago, LuisaViaRoma has always celebrated fashion at its best. This incredible event, that has been conceived to be highly inclusive, since we will open the doors to 2,000 guests, wants to show our most authentic approach to the business: respectful of the past, focused on the present, and projected into the future,”* comments **LuisaViaRoma Founder and President Andrea Panconesi**. *“Florence, where everything started, will play a key role in this event, offering guests an incredible location that will serve as the best setting possible to showcase the pinnacle of luxury and fashion.”*