

LUISAVIAROMA X VOGUE

LUISAVIAROMA & BRITISH VOGUE BRING ICONIC RUNWAY SHOW TO FLORENCE

IMAGES & VIDEO:

<http://publish.idi.show/lvr-x-vogue/c/runway-icons>

WHEN:

Wednesday, June 14th 2023

WHERE:

Piazzale Michelangelo – Florence, Italy

WHAT:

LuisaViaRoma, in partnership with British Vogue and Edward Enninful OBE, British Vogue editor-in-chief and Vogue European editorial director, unveiled a special open-air catwalk show, 'Runway Icons' in the heart of Florence. An evolution of LuisaViaRoma's 90th anniversary fashion show in 2019, a unique open-air catwalk event to trace the evolution of global fashion and style through the decades, creating a visual dialogue between past, present and future.

WHO:

Among the guests: **Andrea Panconesi, Edward Enninful OBE, Vanessa Kingori OBE, Leonardo DiCaprio, Tobey Maguire, Moses Sumney, Tina Kunakey, Julia Fox, Lucien Laviscount, Winnie Harlow, Remo Ruffini, Nadia Lee Cohen, Mahmood, Marracash, Francesca Ragazzi, Maximilian Davis, Charithra Chandran, Saffron Hocking, Liam Payne, Sui He, Jessica Jung, Natasha Poonawalla, Liu Wen and more.**

BRANDS:

16Arlington, Alberta Ferretti, Alexander McQueen, Alexandre Vauthier, Amina Muaddi, Blumarine, Bottega Veneta, Burberry, Chloé, Christian Louboutin, Christopher John Rogers, Coperni, Dolce & Gabbana, Ermanno Scervino, Fendi, Ferragamo, Ferrari, Giambattista Valli, Giorgio Armani, Givenchy, Isabel Marant, Jacquemus, Jil Sander, Jimmy Choo, JW Anderson, Khaite, Loewe, Magda Butrym, Maison Margiela, Max Mara, Michael Kors, Moncler, Moschino, Mugler, Nensi Dojaka, Off-White, Paco Rabanne, Philosophy, Ralph Lauren, Ray-Ban, Richard Quinn, Rick Owens, Roberto Cavalli, Sacai, Stella McCartney, Stone Island, The Attico, The Row, Tom Ford, Valentino, Versace, Victoria Beckham, Vivienne Westwood and Zimmermann.

"Runway Icons" featured looks from more than fifty international designers and a host of legendary runway names including **Natalia Vodianova, Imaan Hammam, Mariacarla Boscono, Vittoria Ceretti, Eva Herzigova, Irina Shayk, Paloma Elsesser, Ashley Graham, Gottmik, Bianca Balti, Stella Maxwell, Maye Musk, Soo Joo Park, Pat Cleveland, Jill Kortleve, Mona Tougaard, Neelam Gill, Jourdan Dunn e Munroe Bergdorf** all conceived under the creative eye and styling direction of Edward Enninful OBE

The show-stopping looks came from names across the style spectrum, both emerging and established names who have created pieces that reflect not only their iconography and heritage, but also their contemporary style DNA.

The night opened with an exclusive performance overlooking the city of Florence by the renowned artist **Andrea Bocelli** who played four songs accompanied by piano and voice.

Over 1500 guests from the world of creativity and fashion watched as over seventy models and friends of LuisaViaRoma and British Vogue took to the runway in the historic surroundings, soundtracked by an original composition by **Hale Zero**.

LuisaViaRoma and British Vogue assembled legends from across the industry to bring 'Runway Icons' to life,

including casting director **Piergiorgio Del Moro**, editorial and runway makeup artist, **Pat McGrath** and hair stylist **Sam McKnight**.

LuisaViaRoma will also celebrate the special event with a series of Capsule Collection Drops in collaboration with a selection of showcased brands such as *16Arlington, Alexander McQueen, Alexandre Vauthier, Amina Muaddi, Blumarine, Christian Louboutin, Coperni, Dolce & Gabbana, Ferragamo, Giorgio Armani Jimmy Choo, Magda Butrym, Max Mara, Moncler, Mugler, Nensi Dojaka, Paco Rabanne, Ray-Ban, Tom Ford, Victoria Beckham, Vivienne Westwood, Zimmermann*.

Every Thursday, starting on June 15th to November 2023, LuisaViaRoma will dedicate a section of its website to the launch of a special capsule in collaboration with a brand.

On this occasion LuisaViaRoma has also partnered with Google to shop in real time the runway looks via **@ShopWithGoogle**. Some runway looks and a commercial selection made by LuisaViaRoma are now shoppable live via @ShopWithGoogle, connecting the catwalk directly to the consumer, for an exclusive see now, buy now experience.

Edward Enninful OBE, British Vogue editor-in-chief and Vogue European editorial director, said:

"The scale and spectacle of tonight's event demonstrates the calibre of visionary talent within our industry and I am honoured to bring this to life for so many people. To be here alongside friends and collaborators, in this historic city, is a landmark moment. We're proud to share this with the world."

"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, showed 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.

The night ended with a private dinner and after party in partnership with **Ray-Ban**, to celebrate the new cutting-edge **Reverse** Collection, a revolutionary inside out lens on classic Aviator frames.

Porsche is the official automotive partner of Runway Icons.

#RunwayIcons

ABOUT BRITISH VOGUE

British Vogue has been the undisputed fashion bible for over 100 years. Under Edward Enninful's editorship, British Vogue has celebrated diversity in all forms, including race, sexuality, age and social background. British Vogue represents the world in which we live in, whilst inspiring its readers with talent from the UK and around the world. British Vogue remains the cultural barometer placing fashion in the context of the larger world – how we dress, entertain, what we eat, listen to, watch; who leads us, excites us and inspires us. From its beginnings to today, three central principles have set British Vogue apart: a commitment to visual genius, an investment in storytelling, and a selective, optimistic editorial eye.

ABOUT LUISAVIAROMA

LuisaViaRoma is one of the leading online luxury fashion retailers in the world. Founded in 1929 by the Panconesi family with the opening of a small hat boutique in Via Roma in Florence, in the 2000s the company created LUISAVIAROMA.COM, pioneering the combination of an online fashion platform with an avant-garde brick-and-mortar concept store. LuisaViaRoma is proud to offer a wide selection of clothing and accessories for men, women and children, beauty and home items, as well as a special section dedicated to the streetwear and sportswear collections of over 600 international luxury brands such as Gucci, Balenciaga, Moncler, Valentino and many others.