



Firenze4Ever 12th Edition TechDreamers

Technology, fashion, art, design, music

5th Press Release
4 January 2016

9, 10 and 11 January 2016, Firenze4Ever officially opens the fashion weeks.

The twelfth edition is dedicated to TechDreamers, visionaries who give form to dreams.

The program includes:

- "TechDreamers inspired by Sedition": 10 video artists selected by Sedition Art Gallery London on display at the LUISAVIAROMA Concept Store.

- "TechDreamers inspired by Swarovski": 100,000 crystals pave the entry to the LUISAVIAROMA Concept Store, which will feature haute couture gowns alongside a limited edition collection designed by 30 new talents, using Swarovski elements.

- "Fashion & Technology Summit": At the Palazzina Reale, 11 January, a day of discussion aimed at promoting technological innovation in fashion, together with the industry figures driving change (amongst the list of names conferred - Google, rewardStyle, China Conenct and Samsung).

- "Dream Party": Performances by Jasmine Thompson, Petite Meller, Dragonette and Nervo. The international artists turned celebrities, who found fame online, will perform at the Ex-Manifattura Tabacchi during the Firenze4Ever closing party.

Organized for the first time in June 2010 to celebrate the 10th anniversary of online activity for LUISAVIAROMA.COM, Firenze4Ever is a bi-annual media event which brings together journalists, bloggers, vloggers, and instagrammers to offer the possibility to solidify working relationships and promote collaborations.

During the "Style Lab", fashion influencers create and photograph a preview of next season's trends in the most iconic locations of Florence using the new Spring/Summer 2016 collections from the most prestigious international designers, before anybody else.

Defined by the Financial Times as "A haven for directional fashion," LUISAVIAROMA.COM is the top online luxury fashion destination with 5,000,000 visitors per month and worldwide shipping. With each new season, the website presents the collections of more than 600 established designers and young emerging talents.

#LVRTechDreamers #F4E12 #Firenze4Ever