



**LUISAVIAROMA and Bally  
collaborate for Firenze4Ever's 12th Edition  
'TechDreamers'**

6th Press Release  
8 January 2016

LUISAVIAROMA and Bally announce the launch of its partnership to celebrate the 12th edition of Firenze4Ever, the bi-annual media event started in June 2010 to celebrate the 10th anniversary of online activity for LUISAVIAROMA.COM. Firenze4Ever brings together journalists, bloggers, vloggers, and instagrammers, giving them a platform to collaborate and create working relationships.

The event will take place from the 9th to the 11th of January 2016 where Bally, the Swiss brand founded in 1851 will present an exclusive Limited Edition version of the iconic "Eclipse" bag. Designed by Creative Director Pablo Coppola and inspired by the theme 'TechDreamers', the bag will be available exclusively at the Luisa Via Roma Concept Store and online at LUISAVIAROMA.COM.

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.

**BALLY** - Innovation. Functionality. Modernity. Since 1851, these three principles symbolize the enduring pioneer spirit of founder Carl Franz Bally – an ethos that continues to imbue this authentic Swiss brand with its visionary commitment to cutting-edge techniques and world-class craftsmanship. Over 160 years after Bally was founded, leather remains its medium and inspiration; a fine natural material that serves both functionality and creativity.

**LUISAVIAROMA** - 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.

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#Firenze4Ever  
#ImATechDreamer

**BALLY**

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