

LUISAVIAROMA X UNICEF

with a concert under the stars of Capri by

JENNIFER LOPEZ

EVENT HOST:

JAMIE FOXX

LIVE AUCTION CONDUCTED BY:

SIMON DE PURY

EVENT CHAIRS:

ALESSANDRA AMBROSIO, FRIDA AASEN, HAIM, LARA STONE, MAYE MUSK, MOHAMMED AL TURKI,
NATHALIE EMMANUEL, SPIKE LEE, TONYA LEWIS LEE, VANESSA HUDGENS

HONORARY EVENT CHAIRS:

ED HARRIS

JEREMY IRONS

LAURA LINNEY

PATRICIA ARQUETTE

PRESS RELEASE

Capri, Sunday July 31st, 2022

Last night LuisaViaRoma hosted the sixth edition of the LuisaViaRoma for UNICEF charity event.

Held in Capri's magical Certosa San Giacomo, the unforgettable event featured a cocktail reception, a gala dinner and a live auction of luxury items and experiences conducted by Simon de Pury.

International celebrities, philanthropists and notable guests from all over the world attended the event.

The auction netted around 8 million euros, raised to support UNICEF's work providing care and protection to vulnerable children across the globe. In particular, funds raised during this 2022 edition in Capri, will support UNICEF Emergency programs, with a focus on the Ukrainian and Syrian emergencies.

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RED SEA INTERNATIONAL FILM FESTIVAL

The event was presented by Jamie Foxx and hosted by Luisa Panconesi, President of LuisaViaRoma's event committee, Paolo Rozera, Executive Director of UNICEF Italia and Tommaso Chiabra, Fundraising Chairman of UNICEF Italia, together with the generous support of the event's founding partner, the Red Sea Film Festival.

Unforgettable highlights of the event included special performances by global superstar, award-winning actress, producer, singer and entertainer Jennifer Lopez and actress, singer and producer Sofia Carson.

The attendance of notable guests made the evening even more special, amongst them: Spike Lee & Tonya Lewis Lee, Nathalie Emmanuel, Maye Musk, Frida Aasen, Lara Stone, Vanessa Hudgens, Jared Leto, Leonardo DiCaprio, Casey Affleck, Khaby Lame, Natasha Poly, Ed Westwick, Sara Sampaio, Jasmine Tookes, Lorenzo Viotti, Mattia Stanga, Sangiovanni, Leonie Hanne, Karolina Kurkova, Aimee Sun, Hana Cross, Izabel Goulart, Ansel Elgort, Neelam Gill, Edward Enninfu, Matilde Gioli, and many more.

The night continued with the live auction of a variety of art pieces and one-of-a-kind luxury items and experiences, many of which were introduced by celebrities attending the event.

Highlights of the auction included an AI Data Painting by artist Refik Anadol, a fighter jet aerobatic flight experience in France, a special customized S1 Project car from ARES Modena, a unique, musical "Godfather" watch by jeweler Jacob & Co., and a life-size bronze bull sculpture "El Toro de Oro" by artist Enrique Cabrera, a 1969 "Easy Rider" studio motorcycle from the iconic Oscar-nominated movie.

"I am beyond honored to be part of this ambitious project with Unicef Italia. We have been collaborating and working as a family for six years now, united by the same desire and goal: to support children in need around the world. Our commitment, perseverance and efforts have shown us that by working together we can raise awareness and contribute to making a positive impact on this vital cause for children. I sincerely thank UNICEF Italia and all of you for being here tonight." Luisa Panconesi, President of the Comitato Evento Capri UNICEF 2022.

"Thanks to LUISAVIAROMA for once again being by our side. Every year, UNICEF faces more and more emergencies and works to ensure not only a peaceful present but also a better future for every child. This is a great challenge that we can only overcome thanks to the contribution of those who choose to get involved with us, supporting our work and donating. These events are precious as they help keep the spotlight on emergencies and situations that we cannot forget and support children in need. Thank you everyone." Paolo Rozera, Executive Director, UNICEF Italia.

"When I started collaborating with UNICEF as a volunteer, I never thought it would become such a fundamental part of my daily life. After working with UNICEF for so many years around the world, I can say that they tirelessly carry out fundamental work in supporting children. I am increasingly proud to support this organization. Nowadays, to ensure that UNICEF is able to deal with emergencies around the world, everyone must take part. Thank you LuisaViaRoma and thanks to each of you for being here, with us, tonight." Tommaso Chiabra, Event fundraising chairman, Unicef Italia.

"It is a great source of pride for us at the Red Sea international Film Festival Foundation to partner with LuisaViaRoma to support UNICEF. Aiming to bid at the UNICEF Italia Gala in Capri, we are excited to help raise enough funds for the cause supporting humanity, hand in hand with LuisaViaRoma. We constantly applaud the fantastic work UNICEF has been doing, and as part of our philanthropic mission, we are thrilled with this Gala". Mohammed Al Turki, CEO of Red Sea International Film Festival.

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For more press information:

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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. From its base in Florence, LuisaViaRoma today employs over 200 people and ships to 120+ countries globally, with a reported revenue of approximately €180 million in 2020, of which over 90% was generated online and over 75% from international customers. 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.

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