

**TECH**  
**DREAMERS**  
**FIRENZE**  
**4EVER** **IT'S**  
**MAGIC**  
09 - 10 - 11 January 2016

**Firenze4Ever 12th Edition TechDreamers**

Technology through the language of fashion,  
art, design and music

1st Press Release  
30 October 2015

The Fashion Weeks officially open with Firenze4Ever, 9-11 January 2016.

The 12th edition is dedicated to TechDreamers, visionaries who give form to dreams.

Firenze4Ever is a bi-annual event that was organized for the first time in June 2010 to celebrate the 10th anniversary of online activity for LUISAVIAROMA.COM. Three days of creative collaboration bring together brands, bloggers, media, and fashion influencers to promote the exchange of ideas.

During the "Style Lab", fashion influencers create and photograph a preview of next season's trends. Bloggers and media realize photo shoots amidst Florence's most iconic locations, using the new collections of the most prestigious designers.

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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.