



**LUISAVIAROMA presents
“TechDreamers inspired by Swarovski”**

An installation, a limited edition, an exhibition dedicated to the visionaries who use technology to give shape to dreams

2nd Press Release
3 November 2015

A project between reality, imaginary and virtual. Fashion designers and digital artists interpret 120 years of the iconic Swarovski crystals with three complementary initiatives:

- From 9 January 2016 in LUISAVIAROMA store, quartz mirrors decorated with thousands of crystals create an installation that fuses solid architecture with optical illusion, while video art installations lead to the discovery of a high tech universe.

- From 10-24 January, the “Crystal Couture Exhibition” showcases unique pieces that interpret Swarovski crystals in the most refined techniques of high fashion tailoring. A preview presentation will take place 9 January, during the gala dinner which opens Firenze4Ever.

- Until 28 February, the limited edition pieces created by 30 new talents for “TechDreamers inspired by Swarovski” will be on sale exclusively at LUISAVIAROMA.COM.

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.

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.

More info and images at press.lvr.com
Contact: press@luisaviaroma.com