

TECH DREAMERS

**Firenze4Ever 12th Edition TechDreamers
DREAM PARTY
11 January 2016
Ex Manifattura Tabacchi**

4th Press Release
28 December 2015

Fashion, music and technology unite to celebrate the 12th Edition of Firenze4Ever.

Performances by:

Jasmine Thompson, the British Chinese singer who became a celebrity at 12 years old thanks to her YouTube cover of "Rather Be" by Clean Bandit.

Petite Meller, Model and singer discovered by producers thanks to a search error on Google. Watch her interview and hear her summer hit "Baby Love".

Dragonette, Canadian Electro-Pop group, now returning to Italy after four years and the worldwide hit of their song "Hello" with Martin Solveig.

NERVO, Twin Australian DJs, stars of EDM, and fresh from the success of Tomorrowland and their new single with Neil Rodgers and Kylie Minogue.

Playlist: <http://bit.ly/1YfdWS9>

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.