



# MEDIA RELEASE

Modena, Italy. December 2021



## **ARES MODENA SUPPORTS LUISAVIAROMA UNICEF GALA DINNER.**

- ARES to provide a trio of outstanding hand-built vehicles for UNICEF auction
- Special Edition S1 Biposto featuring aeronautically-inspired canopies
- ARES for Land Rover Defender Spec 1.5 Cabriolet complete with an ARES Scrambler Motorbike

Luxury coachbuilder ARES Modena today announced that it would be supporting the LuisaViaRoma for UNICEF Gala in St Barth on Wednesday 29th December.

In support of the charity gala dinner, the Modenese atelier is giving organisers three handcrafted vehicles for its auction. Guests will be able to bid for a special edition S1 Biposto supercar, which has been expressly designed for the occasion, a Land Rover Defender Spec 1.5 Cabriolet and a matching ARES Scrambler motorbike.

A sure-fire hit with connoisseurs of beauty, speed and the open road, the supercar will feature a unique and audacious design; the driver and passenger are shielded by individual canopies which descend to seat level, allowing each to share the lower cockpit area while the car's intercom ensures conversation.



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Like its sister model, the S1 Biposto shares all the features and engineering of the S1 Project, which houses a naturally aspirated V8 engine with direct injection with the power transmitted to the rear wheels via an 8-speed dual-clutch gearbox.

For guests wishing to go off-road, they will have the opportunity to bid for the ultimate toy, an ARES Defender Spec 1.5 and its ARES Scrambler motorbike. Billed as the ultimate toys for grown-up boys, the bespoke pairing allows drivers and riders to continue the quest for the thrill off-road experiences with the open-top Land Rover Defender and the unique Scrambler motorbike.

The evening will feature a special performance by Dua Lipa and will include a cocktail reception, an exclusive dinner, a live auction of art and bespoke items and experiences.

Funds raised during the event will support UNICEF's work in providing care and protection to vulnerable children across the globe. Despite the global challenges brought on by the pandemic, UNICEF continues to fight daily for the rights of children in need — providing safe shelter, nutrition and protection from conflicts, natural disasters and inequality.

Commenting on ARES support of the event, CEO and Co-Founder Dany Bahar said, "We are wholly delighted to support such an important charity as UNICEF. The work that it undertakes around the world protecting children is critical, and we thank the organisers for letting us be part of this fabulous event."

Luisa Panconesi, President of the Event Committee for St. Barth Gala for UNICEF 2021, said: "Following four years of collaborating with UNICEF Italy, I am honoured to inaugurate the first LUISAVIAROMA for UNICEF winter gala on the gorgeous island of St. Barth. Our commitments, perseverance and efforts have shown that we can achieve amazing results even in such difficult times. We have been collaborating for four years now, united by the same desire and goal: to support children in need around the world. I feel very lucky to be part of this ambitious project to support children worldwide and would like to thank everyone who has supported us with this super event this year."

[For additional images, please click here.](#)

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## **About ARES MODENA**

ARES' unique facility delivers a new level of design, development, manufacture and sales of coach-built and unique cars in the heart of Italy and through an expanding global network of studios. The advanced 23,000 m<sup>2</sup> ARES facility in Modena opened in January 2018. In bringing all facets of coachbuilding under one roof, immediately set a new global standard for the design, development, production and handover of bespoke, personalised and unique cars.

ARES CEO Dany Bahar, along with his long-term Dubai-based business partner and ARES Executive Chairman, Waleed Al-Ghafari, founded ARES and spotted the opportunity to move the coachbuilding business to another level of service by developing the world's first 'concept-to-creation' coachbuilding facility. Together they attracted a group of experienced and passionate multinational shareholders.

For the first time, every aspect of bringing automotive dreams to reality take place under one roof in rapid time and to an extremely high level of quality. It is a unique combination of luxury car brand resources with artisan principles and skills. Merging traditional Italian craftsmanship values with the advanced ones, ARES realises the dreams and visions of enthusiasts creating one-off, unparalleled vehicles, impossible to obtain elsewhere. To this end, a shared creative experience that aims at providing a completely tailor-made product. This is the ultimate answer to the ongoing demand for customisation and the desire to stand out from the crowd of our own time.

## **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 governments. Continuously committed to finding new ways of saving children's lives, the inaugural UNICEF Winter gala was a new opportunity to involve more and more people to their cause and to find new allies to fight for child safety and equality. "We profoundly thank our partner LuisaViaRoma, without which 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 LUISAVIAROMA**

LuisaViaRoma is one of the world's leading online retailers for luxury fashion. Founded in 1929 by the Panconesi family as a small boutique on Via Roma in Florence, at the beginning of the 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 counts ca. 230 people and ships to over 120 countries globally, reported revenue of ca. €180 million in 2020, of which over 90% is online and over 75% is to 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 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.



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