



MEDIA RELEASE

Modena, Italy. July 2022



ARES MODENA, THE INNOVATIVE LUXURY COACHBUILDER SUPPORTS THE SUMMER EDITION OF "LUISA VIA ROMA FOR UNICEF" GALA

- ARES Modena is set to display an exclusive "one-off" model of the Supercar S1 Project Spyder, made especially for the event.
- This is an exclusive model that has been designed by the Modena-based company and is immediately recognizable by its profile; characterized by the absence of a windshield and roof.
- ARES's commitment to UNICEF continues; supporting humanitarian causes around the world.

Following the success achieved during the first winter edition of the "Luisa Via Roma for UNICEF" charity gala held in St. Barth, **ARES Modena** will support the summer edition of this prestigious event. The gala will be held on Saturday, **July 30, 2022** at **La Certosa di San Giacomo, Capri**.

The Modenese atelier will donate an exclusive "one-off" model of the **Supercar S1 Project Spyder**, which will be the undisputed protagonist of the auction.

Guests, will be able to submit their bids to win this stunning car, created by the ARES Centro Stile, to provide the lucky winner with a once in a lifetime opportunity to own an exquisite supercar.



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This unique model allows driver and passenger to feel a **driving experience without filters**. The two wind deflectors, elegantly emerging from the streamlined bodywork, redirect the air current over the passengers into the air intakes behind the headrests thus creating a virtual canopy, providing a calm yet immersive driving experience.

The absence of the windshield allows the sinuous carbon fiber body to take on a unique and organic shape, flowing inside the cockpit dividing and enveloping the passengers. Hand built, custom-made and richly finished with the finest leathers, the interior of **S1 Project Spyder** reveals elegant and minimal lines, with maximum attention to detail.

In addition to a number of precious creations being auctioned - including a replica of the **Harley Davidson Captain America**; the two-wheeled vehicle of the iconic movie "Easy Rider" - the highlight of the event will be a performance by **Jennifer Lopez**. Other celebrities who are expected to attend include; Spike Lee, Jamie Foxx, Jeremy Irons and Vanessa Hudgens, to name a few.

During the evening, a documentary filmed in **Jordan** about the genuine support that Luisa Via Roma and UNICEF have provided over the last months will also be screened. **Luisa Via Roma** has carried on the ground mission with UNICEF to help Syrian refugee children and families and thus testify how collected funds through charity events are actually used. There will be also a link with UNICEF in **Ukraine** to show closeness and solidarity with this country.

Despite the global challenges caused by the pandemic, UNICEF continues to fight for the rights of children in need around the world; providing them with safe shelter, food and protection from wars, natural disasters and inequalities.

Commenting on the support for the charity event, **ARES Modena** CEO and co-founder **Dany Bahar** said: "We are incredibly proud to once again give our support to a charity as important as UNICEF. UNICEF carries out fundamental work around the world to protect and safeguard children and we sincerely thank the organizers for allowing us to be part of this great event."

Andrea Panconesi, CEO of **Luisa via Roma**, said: "I am pleased to announce the fifth summer gala of "LUISA VIA ROMA for UNICEF", on the stunning island of Capri. Thanks to UNICEF Italia I understand that doing good brings good. We are proud and happy because the children of the world are our future.

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ARES, ENGINEERS OF EMOTIONS

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 m² ARES facility in Modena opened in January 2018 and, 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.

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 Luisa Via Roma, 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.

LUISA VIA ROMA

Luisa Via Roma 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. Starting from its base in Florence, Luisa Via Roma now has about 300 employees, closes 2021 with 53 million unique users (+39% compared to 2020) and revenues of 268 million euros generated by e-commerce (+15% compared to 2020). Luisa Via Roma 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,



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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 Luisa Via Roma for UNICEF Summer Gala, unique multi-brand fashion shows and the Extreme E Championship.

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