

## Bambuser partners up with luxury fashion destination LUISAVIAROMA.com

**Bambuser AB (publ) announces that it has entered into a partnership with the Italian online luxury retailer LUISAVIAROMA.com to enable Live Video Shopping on their platform. The first stream will be an exclusive behind the scenes from Milan of the David Beckham DB eyewear collection by Safilo, sold exclusively at LUISAVIAROMA, followed by a series of capsule collections and fashion week activations.**

LUISAVIAROMA, headquartered in Florence, Italy, is a premium fashion destination with more than 5 million visitors monthly, 9 available languages and worldwide shipping. The site features the best selection of the top established designers as well as young emerging talents such as Balenciaga, Vetements, Off-White, J.W. Anderson, Balmain, Dolce & Gabbana, Gucci, Saint Laurent, Valentino, Givenchy, Loewe, Jacquemus and more.

LUISAVIAROMA has continuously pushed the boundaries of the luxury retail landscape both on and offline with an array of exclusive initiatives over the last two decades, and the partnership with Bambuser that initially runs with a 6 month contract aims to further strengthen LUISAVIAROMA as a pioneer in the digital retail space.

*“With the foundational belief that clients are looking for experiences rather than just products, we strive to always be in the forefront and are very excited to launch Live Video Shopping to our audience and taking shoppable live video to the luxury segment”* says Nicola Antonelli, CMO of LUISAVIAROMA.

*“LUISAVIAROMA is a go-to destination in terms of both the latest designers and the most innovative marketing initiatives and we could not have wished for a better partner to launch LiveVideoShopping with internationally”* says Maryam Ghahremani, CEO of Bambuser.

Since the launch of the Live Video Shopping product a variety of Scandinavian brands such as Monki, NA-KD, CAIA Cosmetics and Lyko have used the technology which is first of its kind in Europe. By partnering up with LUISAVIAROMA, Bambuser now takes a leap into the luxury fashion segment and reaches a truly international audience.

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This is information that Bambuser AB (publ) is obliged to make public pursuant to the EU Market Abuse Regulation. The information was sent for publication, through the agency of the contact persons set out below, on January 16th, 2020.

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**Bambuser** was founded in 2007 as the world's first company with a platform for interactive mobile live video broadcasting and is a leading supplier in the live video segment. In 2019, Bambuser introduced Live Video Shopping, which enables live shopping directly on the brand's website. Bambuser is listed on the Nasdaq First North Growth Market and is headquartered in Stockholm.