

Bambuser and LUISAVIAROMA partner up with the Suarez Sisters at New York Fashion Week

Bambuser continues to co-create exclusive content for Live Video Shopping with luxury fashion destination LUISAVIAROMA for a unique and shoppable live show from NYFW, hosted by the Suarez Sisters, Natalie and Dylana, on Saturday February 8th at 10 am EST. This is yet another initiative where Bambuser and LUISAVIAROMA experiment with the potential of live video shopping for the international fashion segment.

The creative sister-duo Natalie and Dylana Lim Suarez have over 810,000 followers between them on Instagram and travel the world working together on major campaigns for fashion and beauty brands. As New York insiders and Fashion Week veterans, they are the perfect hosts for the LUISAVIAROMA behind-the-scenes live show from NYFW.

Bambuser announced the LUISAVIAROMA partnership in early January with the launch of David Beckham's DB eyewear collection event in Milan, Italy, followed by a live show during Men's Fashion Week in Paris, France where LUISAVIAROMA hosted a pop-up event for the launch of the exclusive sneaker collab between K-Swiss and Lil Jupiter.

During the live show with Natalie and Dylana, the audience will get an exclusive peek, following the sisters as they prepare for a day at NYFW, walk the iconic streets and locations of New York and talk style, outfits and interact with the viewers. What makes this live show one of a kind is that the outfits will be available to shop directly on LUISAVIAROMA without leaving the livestream.



"A presence at New York Fashion Week is crucial for any fashion destination and we are excited to pioneer a new way of involving our customers and offer them something unique together with Natalie and Dylana", says Nicola Antonelli, CMO of LUISAVIAROMA.

"Our sister dynamics is always a fun adventure! We grew up in this industry together and are each other's right hand woman. Even though we've been doing this for a long time, every fashion week still feels fresh because we make it our own. LUISAVIAROMA has always been a main source of fashion week inspiration for us, where we know we'll be finding unique pieces to add to our wardrobes", conclude Natalie and Dylana Lim Suarez.

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LUISAVIAROMA headquartered in Florence, Italy, is a premium fashion destination with more than 5 million visitors monthly, 9 available languages and worldwide shipping. They have continuously pushed the boundaries of the luxury retail landscape both on and offline with an array of exclusive initiatives over the last two decades. 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.

New York Fashion Week (NYFW) is a citywide series of twice-annually occurring fashion events and one of four major fashion weeks in the world, when international fashion collections are shown to buyers, the press and the general public. It consists of numerous branded events, including Mercedes-Benz Fashion Week New York and MADE Fashion Week. The Council of Fashion Designers of America (CFDA) created the modern notion of a centralized “New York Fashion Week” in 1993. NYFW is based on a much older series of events called “Press Week” founded in 1943.

The Suarez Sisters, [Natalie](#) and [Dylana](#) Lim Suarez, is a creative sister-duo from Los Angeles, currently based in NYC, that started their fashion blogs in the late 2000s. Loyal followings and opportunities to work with brands like Cartier and Sephora followed. Today, they have over 810,000 followers on Instagram and are in high demand as photographers and models for everyone from Kate Spade, Rebecca Taylor, and Mackage to Bumble, Shopbop, and Olay.

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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.