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Printemps auctions bespoke window creations for charity

September 15, 2016



Burberry figurines for Printemps' 2015 holiday display

By STAFF REPORTS

French department store chain Printemps is letting consumers take home a piece of its recent holiday window displays through a charity auction in partnership with Christie's.

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On Sept. 27 at 7:30 p.m., Printemps will put 22 haute couture figurines from recent collaborations with brands including Chanel, Burberry and Dior on the block. With its window displays drawing crowds of more than 10 million, the interest in owning part of the theatrical displays may help Printemps make a larger impact for its chosen cause.

Figurines for funds

Printemps' collaborators donated the figurines for the auction, which will benefit Rose Association. The organization focuses on bettering the lives of women battling cancer through its informative magazine, Web site and online community, defense of patients' rights and its recently opened Rose House in Bordeaux.

The house is designed as a space to relax and escape cancer for a few hours, offering free workshops in topics such as beauty and wellness as well as spaces to chat with others or exercise.

Printemps has been a partner of Rose Association's annual dinner gala, but saw this auction as an opportunity to give back further to the organization.

Included in the auction are a male character from Chanel's "Evasion Dreams" display from 2011 that was crafted at the brand's couture atelier.

Dior, Printemps' collaborator in 2012, is giving five figures, including one dressed in a recreation of Christian Dior's New Look and representations of designs by John Galliano and Yves Saint Laurent.

Three of Prada's bear figurines from its windows in 2013 will also be part of the auction, as will two wooden figurines dressed in Burberry's iconic trench coats and plaid scarves made for its 2015 display ([see story](#)).



Prada window display from 2013

Other participants include Lancme, Longines, Sonia Rykiel and Evian.

The auction will be held in the atrium of Printemps' flagship Boulevard Haussmann store with Christie's calling the bids.

Other brands have turned to Christie's to raise funds for a cause.

British automaker Aston Martin gave consumers one last chance to feel like James Bond.

On Feb. 18, Christie's celebrated the home video release of "Spectre," the latest James Bond film, with a themed charity auction fronted by Aston Martin's DB10. The auction gave Bond fanatics a chance to live their dream, while the spy's popularity ensured hefty earnings for a good cause ([see story](#)).

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