

HOME FURNISHINGS

## Yves Delorme to auction bespoke bedding for breast cancer awareness

August 18, 2017



*Sales of Yves Delorme's blush pink items will benefit City of Hope. Image credit: Yves Delorme*

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By STAFF REPORTS

French linen maker Yves Delorme is raising funds to support breast cancer research this coming October when any blush pink-colored item is purchased.

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In honor of Breast Cancer Awareness Month, Yves Delorme will donate 20 percent of proceeds when a pink item is sold. The pink-themed philanthropic effort will benefit City of Hope, an organization dedicated to the future of health care.

### Blushing

Blush pink products designed by Yves Delorme include bathrobes, duvet covers, slippers, bath mits and mats and sheets, shams and coverlets. Yves Delorme's offerings range in price from \$10 to \$525.

Furthering its support of City of Hope, Yves Delorme will auction off a custom, one-of-a-kind pink bespoke bedding set with a retail value of \$2,800.

Yves Delorme will open bidding on Oct. 1 and consumers will have the opportunity place their bid throughout the entire month. Bids can be placed via an online process as well as at Yves Delorme's Madison Avenue flagship location in New York.



*Yves Delorme's bespoke bedding will be auctioned in support of breast cancer. Image credit: Yves Delorme*

On Oct. 31, Yves Delorme will present the highest bidder with the pink bespoke bedding. The retail value of the bedding will be donated to City of Hope.

In honor of Breast Cancer Awareness Month, luxury brands join the conversation, using their platform to raise funds and awareness for the cause.

From the power of song to stories of survival, brands leveraged their storytelling capabilities to bring the disease's prevalence and challenges to light. While October can seem to be overflowing with pink merchandise and breast cancer benefits, brands' involvement in the fight gives brands an opportunity to connect with consumers and show their support for those battling the most common cancer among women ([see story](#)).

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