

APPAREL AND ACCESSORIES

Balmain auctions off Met Gala designs for (RED)'s Global Fund

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Balmain's designs were created specifically for the Met Gala. Image credit: Balmain

By STAFF REPORTS

French fashion house Balmain is auctioning off some of the custom pieces it designed for the Met Gala on May 7 in support of charity (RED), which is devoted to researching and curing AIDS.

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The designs were created by Balmain creative director Olivier Rousteing for his guests to the gala. Each custom piece will be auctioned off individually with all of the proceeds going to (RED)'s efforts to research AIDS treatment.

"The numbers are shocking; today, there are over 16 million children worldwide who have lost a parent to AIDS," Mr. Rousteing said in a statement. "Most of them live in Sub-Saharan Africa, where the disease is the largest killer of adults.

"That hits close to home. Having spent my earliest years in an orphanage, there are few things that can affect me as much as the struggles of a vulnerable child.

"Learning about (RED)'s impressive record of educating, empowering and protecting people through the Global Fund's programs has helped make it clear to me that if we truly want to change this situation, we have the power to do that. Every day, (RED)'s efforts help to ensure that fewer children lose their parents to AIDS and that fewer babies are born with HIV—which is why I am dedicated to doing anything that I can to help (RED) and its essential work."

Global Fund

On Monday night, the Metropolitan Museum of Art hosted its annual gala, drawing celebrities and notable individuals from across society, most of whom were decked out in apparel from some of the top designers in the world.

Balmain was one such designer, creating custom pieces for guests such as Jennifer Lopez & Alex Rodriguez, Natalia Vodianova, Trevor Noah, Natasha Poly, Juliette Binoche and Julia Stegner.

The designer is now offering those custom designs for auction in support of the AIDS-fighting charity (RED).

Embedded Video: <https://www.youtube.com/embed/zcJgQzDXmOU>

Beginning now until May 21, consumers can bid on the outfits in an online auction, with all net proceeds going to (RED)'s Global Fund.

The pieces will be sold through IfOnly, an online auction platform.

(RED)'s Global Fund has already raised \$500 million to date to treat patients with AIDS in Africa. (RED)'s most recent partnership involved creating a special red model of the new iPhone 8.

"We're grateful to Olivier & Balmain for using their iconic fashion spotlight to shine a light on the fight against AIDS," said Deborah Dugan, CEO of (RED), in a statement. "This leadership, creativity and breathtaking design that will now help provide lifesaving HIV medication to protect more children, and their parents, from being impacted by this preventable, treatable disease."

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