

RETAIL

Mr Porter supports the fight against HIV with auction

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I Did It My Way Tribute neon sign available in the auction. Image credit: Net-A-Porter

By STAFF REPORTS

Online menswear retailer Mr Porter has curated a special collection of art and fashion derived from personal collections for a cause.

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In support of the Elton John Aids Foundation, the Yoox Net-A-Porter Group-owned retailer is hosting an auction to fund HIV prevention and education. Mr Porter's Style Council has provided the items for auction, with art from a variety of personal collections.

Charity and auction

Items such as Neon Sign with a starting bid of \$8,000, an auctioneer trunk for \$1,500 and Gucci Elton John tote bag starting at \$1,800 are a few of the items curated for the auction.

Mr Porter is hoping to raise funds for the Elton John Aids Foundation, which will go to HIV prevention in addition to education and support of HIV patients.



ANSEL ADAMS
Ferns, Valley Floor, Yosemite...
Starting Bid: \$1,750
12 DAYS LEFT



RUBY ANEMIC
I DID IT MY WAY (A TRI...
\$8,000 (1 bid)
12 DAYS LEFT



DAVID BAILEY
Catherine 03 Devon
Starting Bid: \$1,300
12 DAYS LEFT



BERNAUD
Original Mark's Club Limo...
\$1,320 (1 bid)
12 DAYS LEFT



TOMO BREJC
Sverrir Gudnason photogra...
Starting Bid: \$650
12 DAYS LEFT



GEORGE BYRNE
Echo Park 2017
Starting Bid: \$1,800
12 DAYS LEFT

Mr Porter auction for Elton John Aids Foundation

British automaker McLaren also similarly leveraged its car production capabilities for a cause by creating a special vehicle to raise money for the Elton John AIDS Foundation.

A commemorative bespoke 570S Spider McLaren has been auctioned off to raise money for the foundation. For 725,000 pounds, or \$957,000 at current exchange, an anonymous bidder won the vehicle, with all of the proceeds going to the charity ([see story](#)).

The Elton John Aids Foundation is one that many luxury brands and retailers help support in philanthropic efforts.

Paddle 8 will feature the items for auction online, where users can place bids on their items of interest.