

NONPROFITS

McLaren, Audemars Piguet donate to One Drop for water crisis

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McLaren and Audemars Piguet auction off unique products for charity. Image credit: One Drop

By STAFF REPORTS

British automaker McLaren and Swiss watchmaker Audemars Piguet are among many luxury brands working with philanthropic event One Drop to help stop the world's water crisis.

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One Night for One Drop, a special performance event and auction, will take place in Las Vegas and air on national television for the first time. Broadcast network CBS will show the March 8 event live, sponsored by toothpaste brand Colgate, where items such as a one-of-a-kind McLaren will be auctioned off.

Saving the world's water

Acrobatic group Cirque du Soleil has imagined the night, which will include a storyline following main character "Everyman" as the evolution of man in a bid to encourage hope for humanity.

Choreographers known for other Cirque performances such as *Mystre* and *The Beatles Love* wrote the performance special for the One Drop event. It will also include special performances by Academy-Award-winning film score composer Hans Zimmer.

The iconic Blue Man Group will also make an appearance.

McLaren will be auctioning off a specially designed 570S Spider in Muriwai White, as part of a bespoke six car collection. The car has an estimated value of \$300,000.

Audemars Piguet is sharing a limited edition Royal Oak self-winding chronograph, featuring a deep purple Grande Tapisserie dial. The winner of the watch will also receive a blue alligator strap.

Other prizes include a seven-night trip for up to 12 guests at Chateau Saint Tropez, an estimated value of \$75,000, a five star Serengeti safari-living experience, seven-night stay on *The World*, the largest residentially owned yacht, and a private jet trip to Turks and Caicos for five nights.



Chteau Saint Tropez will be auctioned off for a seven-night stay. Image credit: Chteau Saint Tropez

Luxury brands are often looking to philanthropic measures to help make a difference.

For instance, auction house Phillips, in association with Bacs & Russo, put a rare Rolex timepiece up for sale for a cause.

A vintage white gold Rolex Cosmograph Daytona, reference 6265, headlined Phillips' "Daytona Ultimatum" sale last May. The watch is the only known timepiece of its kind, making this sale the first time most will have seen it in person ([see story](#)).

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