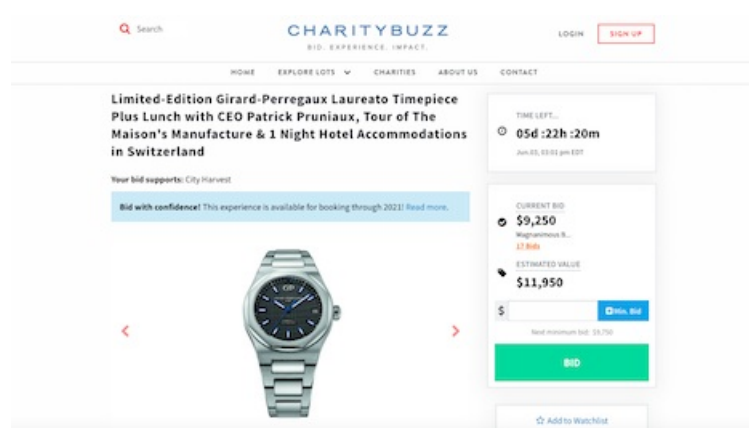


## WATCHES AND JEWELRY

# Swiss watch brand Girard-Perregaux holds auction with retailer Wempe for New York food charity

May 28, 2020



*Girard-Perregaux has partnered with watch retailer Wempe to auction off a limited-edition timepiece whose proceeds will go to City Harvest, a local charity that supplies food to hungry New Yorkers with few means to have meals at home. Image credit: Girard-Perregaux, Wempe and Charitybuzz*

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Girard-Perregaux and German jewelry and timepiece retailer Wempe have joined forces to support a New York charity that needs help with its food-rescue operations.

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The two companies have created a watch enthusiast package auction whose proceeds will be donated to City Harvest, a New York nonprofit that is racing to feed New Yorkers who have run short of food due to COVID-19 job losses.

"It was important for Girard-Perregaux that we find a way to give back to New York City during this unprecedented time," said Patrick Pruniaux, CEO of Girard-Perregaux, in a statement.

"We are proud to join together with Wempe, one of our most important retail partners in the city, to support City Harvest and their crucial work to provide food for the disadvantaged New Yorkers who have been most impacted by the pandemic," he said.

French luxury conglomerate Kering owns **Girard Perregaux**, a 229-year-old brand.

Hamburg, Germany-based **Wempe** is a family-owned retailer in business for 142 years, with New York, London and Paris accounting for the biggest amongst its 34 branches worldwide.



*Call for support to the Girard-Perregaux auction with Wempe for City Harvest's food-rescue operations in New York. Image credit: Girard-Perregaux, Wempe and Charitybuzz*

### Time for food

Girard-Perregaux is one of the brands that Wempe sells.

The auction package includes a limited edition Girard-Perregaux Laureato timepiece with a retail value of \$11,600 and part of a run of only 20 pieces, a private tour of the brand's factory in the Swiss town of La Chaux-de-Fonds and lunch with company CEO Patrick Pruniaux.

Also included is an overnight stay at the Beau-Rivage Hotel in nearby Neuchtel, subject to availability and certain exclusions.

Beginning May 27, the [auction on Charitybuzz](#) ends Wednesday, June 3 at noon ET.

Girard-Perregaux, Wempe and Charitybuzz will all promote the auction.

"Wempe is part of the fabric of New York City it's been home to our Fifth Avenue flagship boutique for nearly 40 years," said Ruediger Albers, U.S. president of Wempe, in a statement.

"We are so pleased to be a part of this charitable effort with Girard-Perregaux and City Harvest to give back to the city that has given us so much, and help those who need it the most right now," he said.