

NONPROFITS

Walpole teams with British luxury brands for holiday auction

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Burberry is participating in the Walpole Christmas auction. Image credit: Burberry

By LUXURY DAILY NEWS SERVICE

Walpole, the official trade body of British luxury, is launching a days-long holiday auction in a charitable endeavor this season.

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For the "12 Days of Christmas" auction running Dec. 1 through Dec. 12, Walpole is partnering with British brands for silent bidding on luxury goods and experiences. The auction will benefit the United Kingdom's the National Society for the Prevention of Cruelty to Children (NSPCC) and its Childline counseling services.

"The combination of getting a winning bid on one of these beautiful auction lots from the cream of British luxury and knowing it will raise vital funds for the NSPCC is full of Christmas cheer," said Helen Brocklebank, chief executive of Walpole, in a statement. "This unique British luxury Christmas auction will help the NSPCC support vulnerable children this Christmas."

Spirit of giving

Since the start of the coronavirus pandemic and lockdowns in the U.K., NSPCC's Childline has provided 40,000 counseling sessions with children to assist with their mental health.

"Christmas can be a difficult time for children suffering abuse, neglect and poor mental health, and the impact of the coronavirus looks likely to put even more children at risk this year," said Michael McGrath, head of partnerships at NSPCC, in a statement. "For thousands of children, being stuck at home for the holidays is a terrifying thought and they urgently need their voices to be heard."



The 12 Days of Christmas auction will benefit Childline. Image credit: Walpole

The Walpole auction will feature 19 lots valued at a total of 25,000 pounds, or more than \$33,000 at current exchange. The first auction prize is a private set visit and lunch with British actor Natalie Dormer, who serves as an ambassador for Childline.

Other prizes include four bespoke shirts from Turnbull & Asser and a limited-edition Stephen Einhorn platinum and diamond ring. Participating brands and retailers include Burberry, Belmond, Fortnum & Mason and Harrods.

For its part, Burberry is also getting into the holiday spirit by giving back to youth charities across the world.

Burberry has teamed up with English professional soccer player Marcus Rashford MBE for this initiative to nurture the next generation. Together, they have pledged to support youth organizations and connect the community to those who are working to create a better future ([see story](#)).