

NONPROFITS

Sotheby's auctioning autographed RED LV trainers

February 22, 2021



The sale of the red sneakers supports HIV/AIDS research. Image credit: Louis Vuitton

By LUXURY DAILY NEWS SERVICE

Auction house Sotheby's is partnering with Louis Vuitton men's artistic director Virgil Abloh for a single lot event benefitting AIDS nonprofit RED.

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The online auction features a prototype of the limited-edition RED LV trainers. Bidding is open through March 4 for the pair of sneakers, which were autographed by Mr. Abloh.

Philanthropic footwear

According to Sotheby's, 100 percent of the hammer price and 100 percent of the buyer's premium from the "**By Virgil | Louis Vuitton & (RED)**" auction will benefit the nonprofit organization. The firm will retain a 1 percent overhead premium to cover baseline costs.

The one-of-a-kind sneakers are a U.K. men's size nine and feature an embossed LV monogram on white leather with bright red piping and details.



The RED LV trainers are autographed by Virgil Abloh. Image credit: Sotheby's

As of press time, the current bid is \$2,000. Sotheby's estimates the prototype trainers will sell for between \$30,000 and \$40,000.

The fashion brand unveiled its red LV trainers in December 2020 on World AIDS Day.

Proceeds from the sale of the sneakers were donated to RED, the AIDS nonprofit organization founded by the Irish singer Bono and philanthropist Bobby Shriver. For each pair of sneakers sold, \$200 was be donated to RED.

First presented during Mr. Abloh's debut spring/summer 2019 collection, the LV trainer is now a staple for the brand. Dubbed Louis Vuitton 1 (RED), the new red sneakers are nearly identical to the classic ones first introduced by Mr. Abloh ([see story](#)).

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