

RETAIL

LVMH's Le Bon March enlists judo champion for charity auction

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Judo champion Teddy Riner and Le Bon March Rive Gauche partnered on a charity auction. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

Parisian department store Le Bon March Rive Gauche is supporting medical research with a special initiative.

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The LVMH-owned retailer tapped French judo champion and sponsor Teddy Riner for the charitable effort. Running through the remainder of the holiday season, the Le Bon March operation will benefit Paris-based Institut *Imagine*, which researches genetic diseases.

Showing support

Mr. Riner has been a sponsor of Imagine since 2012.

In November, Le Bon March introduced teddy bears inspired by the judoka. The plush toys are dressed in the white kimono-like jackets traditional for the sport.

[View this post on Instagram](#)

A post shared by Institut Imagine (@institut_imagine)

Scenes from the auction benefitting Imagine

Proceeds from the sales of the judo teddy bears will benefit Imagine.

Le Bon Marché also hosted an auction in support of the organization on Dec. 9 at La Table restaurant in La Grande Epicerie de Paris.

The sale, organized by Drouot Estimations, included 30 lots, featuring a judo uniform and belt worn by Mr. Riner, signed bears and a training session with the Olympic champion. He handpicked some of the lots and attended a photocall ahead of the event.

Through Dec. 31, in-store shoppers at Le Bon Marché will also have an opportunity to round up their purchases to contribute to Institut *Imagine*.

Many luxury retailers ramp up their philanthropic efforts during the holidays, encouraging goodwill among shoppers.

Last month, U.S. department store chain Saks Fifth Avenue has revealed its iconic holiday windows and light show with the help of a special guest.

Former First Lady Michelle Obama attended the Saks holiday campaign launch at the retailer's New York flagship on Nov. 23. This holiday season, Saks will support the Girls Opportunity Alliance, a program founded by Ms. Obama as part of the Obama Foundation ([see story](#)).

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