

EVENTS/CAUSES

Dior auctions exclusive items, experiences to support cancer charity

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By JEN KING

French fashion label Christian Dior is holding its Dior Auction Oct. 1-10 where exclusive items and experiences will be auctioned off to raise funds for cancer organization Look Good Feel Better that helps women cope with the physical and emotional toll taken by cancer.

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Luxury Daily

Dior is able to align itself with admirable values with this auction that gives 100 percent of proceeds to Look Good Feel Better. By partnering with a charity, brands are able to give back to the community while also attracting positive attention.

"Brands pay a civic rent," said Chris Ramey, president of [Affluent Insights](#), Miami, FL. "Civic rent illustrates that the brand is present.

"Charity initiatives are humanizing when it demonstrates the brand also has a heart," he said.

Mr. Ramey is not affiliated with Dior, but agreed to comment as an industry expert.

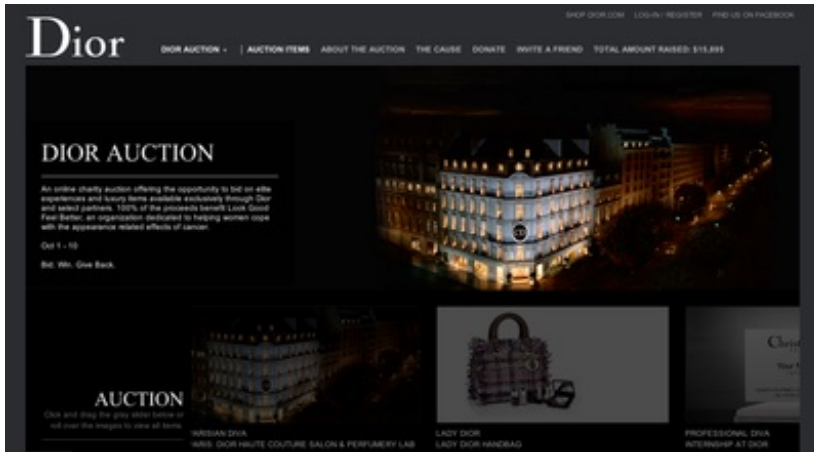
[Dior](#), an LVMH brand, was unable to comment directly.

On the bidding block

Dior and its partners are offering brand enthusiasts the opportunity to bid on select merchandise and elite experiences to help women affected by cancer.

The proceeds donated to Look Good Feel Better will aid the organization's programs that are designed to help women with cancer manage their treatments and recover confidence in their appearance.

By visiting the Dior Auction [Web site](#), brand enthusiasts and those with a personal affiliation with the disease can view the items and experiences up for auction.



The Dior Auction Web site

The auction items are separated into three categories: Luxe Trips, Elite Experiences and Shop Now.

In the Luxe Trips category, bidders have the opportunity to win a four-day, three-night trip to Paris where the winning bidder and a guest will go on a private tour of the Dior Haute Couture Salon at 30 Avenue Montaigne and the Perfumery Lab.

Other Luxe Trips include tickets to Marie Claire's Golden Globe viewing party and tickets to the Grammy Awards courtesy of Vogue, both of which include pre-party makeup provided by Dior.

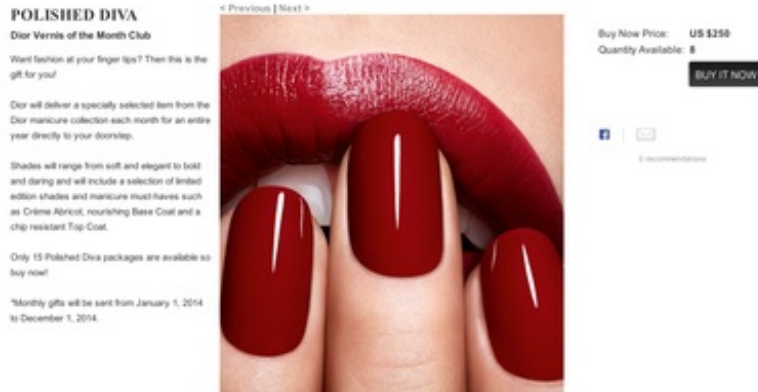
Dior Auction's Academy Awards package

The Elite Experiences category includes a one-month marketing internship with Dior Beauty in New York and a luncheon with Dior CEO Pamela Baxter.

Bids are raised in \$25 dollar increments with final bids being accepted on Oct. 10 at

10 p.m. ET.

Dior's Shop Now category features Dior items such as a Lady Dior handbag with five matching Dior beauty products, a nail lacquer package sent to the winner monthly and an engraved Diorskin Nude Shimmer Compact. This category includes items that have limited availability and can be purchased directly from the auction without bidding while supplies last.



The image is a screenshot of a Dior auction page. On the left, there is a text block titled "POLISHED DIVA" with sub-heading "Dior Vernis of the Month Club". The text describes a monthly gift of a manicure collection. In the center is a close-up photograph of a person's lips and fingers, both coated in a vibrant, glossy red lipstick. On the right side of the screenshot, there is a pricing section showing "Buy Now Price: US \$250" and "Quantity Available: 8". Below this is a black "BUY IT NOW" button. At the bottom right, there are social media icons for Facebook and Twitter, and a small "Recommendations" link.

Dior Auction's Dior Vernis of the Month Club

To promote its auction, Dior is spreading the word on its social media platforms.

On the first day of auction, Dior raised approximately \$17,000 at time of coverage.

Giving back

Brands with a global following can give back to its community by partnering with a charity organization. In addition to helping those in need, philanthropy also positions the brand in a caring and compassionate light.

For example, Four Seasons Hotels and Resorts will show support for National Breast Cancer Awareness Month this October with a "Think Pink" campaign that spurs its chefs and mixologists to create pink cocktails, teas and desserts to benefit breast cancer charities.

To maximize the awareness generated by each property, Four Seasons is inviting its guests to share photos of Think Pink offerings. The Think Pink campaign follows the launch of the hotel chain's culinary Web site and quickly positions the brand's passion for food to align with an admirable cause ([see story](#)).

Additionally, Italian fashion house Gucci attracted young consumers through its Timepieces & Jewelry Music Fund that gave students in China, Britain and Japan a chance to participate in the Grammy Awards Foundation 2013 Grammy Camp in New York and Los Angeles.

This initiative is part of Gucci Timepieces & Jewelry Music Fund's three-year partnership with The Recording Academy. Gucci is likely aiming to draw in younger consumers with its music-themed, charity partnerships ([see story](#)).

Brands can reinforce their core values by assisting charities.

"Partnering with a charity is a brand verbalizing 'we're in too,'" Mr. Ramey said.

Final Take

Jen King, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/H3uz9nq3tTk](https://www.youtube.com/embed/H3uz9nq3tTk)

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