



«Exceptional Fashion Auction to raise funds for SIDACTION from the 28<sup>th</sup> to 31<sup>st</sup> of January»

**Paris, January 18<sup>th</sup> 2021, The association Sidaction, its president Françoise Barre-Sinoussi and vice-president Line Renaud will organize as of Thursday the 28<sup>th</sup> of January an exceptional auction under the artistic direction of its ambassador Jean Paul Gaultier. All the benefits of this event, held with the support of the auction house Drouot Estimations, in partnership with the Federation de la Haute Couture et de la Mode and the auction house Christie's will be donated to the fight against HIV/AIDS. The auction will be hosted by the Drouot Digital website from Thursday, January 28<sup>th</sup> until Sunday, January 31<sup>st</sup>.**

To highlight the end of the Haute Couture Week, instead of the traditional Fashion Dinner (Dîner de la Mode) which is postponed for July 2021, this auction will bring together the biggest creative houses and present more than forty exceptional items: rare pieces and accessories of Haute Couture, of Couture and luxury, unique objects, incredible experiences. Loïc Prigent and Jean Paul Gaultier will film short videos showcasing the auction items in a lively way featuring the designer's friends.

A dedicated Instagram account “ @fashionforsidaction ” will spotlight the items available and will unveil many surprises until the end of the event.

This new project shows once more the commitment, the loyal support and rallying of the fashion world for Sidaction and the fight against AIDS.

Houses participating in the auction (on the 15/01/2021): Agnès b., AMI Alexandre Mattiussi, AZ Factory / Alber Elbaz, Balenciaga, Balmain, Boucheron, Cartier, Celine, Chanel, Charles de Vilmorin, Chloé, Christian Lacroix, Christian Louboutin, Didier Ludot, Dior, Dries Van Noten, Fondation Pierre Bergé / Yves Saint Laurent, Fondation Azzedine Alaïa, Francis Kurkdjian, Galerie kreò, Givenchy, Guo Pei, Hermès, Isabel Marant, Jacquemus, Jean-Charles de Castelbajac, Jean Paul Gaultier, Kenzo, Kering/Laennec, Krug, La Collection Pinault, Line Renaud, Loewe, Louis Vuitton, Maison Ruinart, Patou, Rick Owens, Sacai, Saint Laurent.