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Four of Diana's favourite gowns will be auctioned off to mark 10 years since her death.

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Princess Diana's dresses auctioned

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Four of Diana's favourite gowns will be auctioned off to mark 10 years since her death.

The WE TV network bought the four dresses at a Christie's auction in New York a decade ago and now plan to sell them off on online auction site eBay from Sunday, just weeks before the 10th anniversary of the Princess' death on August 31.

Among the collection is a pale-blue silk chiffon evening dress that Diana wore for the 1987 Cannes Film Festival and at the London opening of Miss Saigon two years later, reports the New York Daily News.

Kim Martin, general manager of WE TV, says bidding starts at \$300,000 (€443,796) with all proceeds going to charity.

She said: "Princess Diana is one of the most beloved icons of the 20th century, not only because of her beautiful style but also her role as a mother and her dedication to charity."