

INTERNET

Sotheby's contextualizes auction lots in menswear influencer series

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Promotional image for Sotheby's Agents of Style: Gentlemen's Accessories

By STAFF REPORTS

International auctioneer Sotheby's took consumers "inside online auctions" with supporting content for its "Agents of Style: Gentlemen's Accessories" lot held Nov. 30.

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The online auction centered on accessories made for men, including cufflinks and wristwatches from high-end brands. The online sale was promoted by curated content featuring influential men who discussed the lot items and how these pieces are incorporated into a gentleman's wardrobe.

Lots of lots

Sotheby's Agents of Style auction offered vintage cufflinks, wristwatches, writing instruments and Leica cameras. Brands seen on the auction block included Cartier, Tiffany & Co., Van Cleef & Arpels, Rolex, Dunhill, Omega, David Webb and IWC, among others. Product details accompanied each lot item.

To promote the auction in the days leading up to the Nov. 30 online event, Sotheby's used sponsored content, shared socially, to get the word out.

Conducted via interview, Sotheby's chatted with Scott Schuman of The Sartorialist and Craig Porter, former director of photography and video at the Detroit Free Press. Consumers can access a shopping guide video with help from chef George Mendes and explore the lot further with photographer Karl-Edwin Guerre.

In the interview with Mr. Schuman, the author, street style photographer and stylist discusses the latest in men's accessories trends, the history of Leica cameras and the type of cufflink he would never wear. Similarly, Mr. Porter focuses his conversation with Sotheby's solely on cameras, especially vintage Leicas.

Overall, the content series likely helped interested consumers conceptualize the items available for bidding and understand how they can be incorporated into modern style and hobbies.

Agents of Style: Gentlemen's Accessories preview

The **auction**, which includes single items and accessory suites, took place Nov. 30 at 3 p.m. ET. Consumers could bid on items online on Sotheby's BIDnow platform. The auction action could also be watched live.

Beyond online auctions, menswear has become a focal point for brands across sectors.

For instance, French leather goods maker Herms introduced consumers to its universe of menswear through "a man, a list, a twist."

Herms teased the campaign, which debuted Sept. 8, through an acrostic poem spelling out the word "man" with the phrases reading "M for mark your calendars, A for all eyes on 8th September, N for not quite yet" alongside a graphic of a pinball machine becoming a man in a suit. The Le MANifeste campaign highlights Herms' menswear through a variety of interactions sure to keep the effort and the brand's men's apparel and accessories top of mind ([see story](#)).

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