

RETAIL

## Auctionata/Paddle8 melds shopping, entertainment via watch auction series

September 27, 2016



*Omega Speedmaster Chronograph X33 on Auctionata*

By STAFF REPORTS

Online auction house Auctionata/Paddle8 has launched a live shopping program dedicated to collecting fine timepieces.

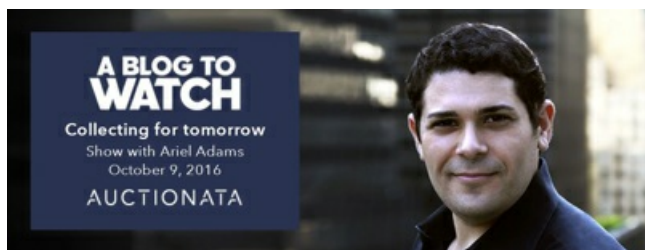
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The program, "Collecting for Tomorrow" will be hosted by aBlogtoWatch founder and horology expert Ariel Adams and will discuss modern watch collection, timepiece appreciation and interview industry and enthusiast guests. Collecting for Tomorrow will debut on Oct. 9 on Auctionata's Web site as well as Facebook Live.

Time to tune in

During the Oct. 9 premiere, Mr. Adams will host a live talk with head of innovation at Arnold & Son, Angelus and Manufacturer La Joux-Perret, Sebastien Chaulmontet. The conversation will touch on modern watches produced over the last 20 years.

Mr. Adams will present his personal favorites from a curated selection of on offer lots via live broadcast. For the first episode, Collecting For Tomorrow will showcase 400 timepieces, all of which are available at auction.



*Ariel Adams for Collecting For Tomorrow*

Joined by Auctionata's Patrick van der Vorst and Nicola Ransom, Collecting For Tomorrow will also give useful advice on how to collect timepieces.

"We are thrilled to work with Ariel Adams from aBlogtoWatch, one of the world's finest watch authorities, whose

outstanding expertise and great personality will make this show a must-see for all watch enthusiasts," said Christof Schminke, chief marketing officer of Auctionata/Paddle8, in a statement.

"Collecting For Tomorrow is a perfect example of Auctionata/Paddle8's new live formats, which combine the best curation of objects with unsurpassed shopping and entertainment experiences, shared across a global audience of collectors and enthusiasts," he said.

*Ariel Adams from aBlogtoWatch presents on Auctionata*

In May, auctioneers Paddle8 and Auctionata announced a merger to exploit a gap in the auction market.

Paddle8's focus on contemporary art and design and its timed auctions and charity sales format will complement Auctionata's "vintage luxury" and industry-first livestreaming, cross-pollinating their respective consumer base. The merger will help serve an online-oriented consumer segment at a more accessible price point, with items up to \$500,000.

While heritage auctioneers are making moves online, younger digital natives are not as likely to be able to afford the lots at Sotheby's or Christie's. The Paddle8 Auctionata merger carves out a space for this market to enter the auction world with an eye toward higher-priced items.

The sales models, including live-streamed auctions and charitable sales, will further appeal to this market ([see story](#)).

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