

JEWELRY

Sotheby's sells the most-expensive set of earrings ever auctioned

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Apollo Blue and Artemis Pink

By STAFF REPORTS

Auction house Sotheby's just sold the most-valuable earrings ever auctioned for \$51 million.

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The pair of earrings were sold at Sotheby's Geneva auction where 400 pieces of jewelry were sold totaling more than \$150 million. The earrings, Apollo Blue and Artemis Pink, are a 14.5 carat blue diamond and a 16 carat pink diamond, respectively.

Diamond sale

Sotheby's is no stranger to jaw-dropping prices, but the sale of Apollo Blue and Artemis Pink is a true landmark for earrings.

While estimates put Apollo Blue between \$50 and \$70 million alone, which it fell short of, the sale is still the largest ever for a pair of earrings.

Apollo Blue sold for \$37.5 million and Artemis Pink sold for \$13.5 million. Additional buyers fees pushed the price up to the \$51 million mark.

The buyer who acquired these two gorgeous diamonds has gone unnamed, but he or she did reveal to Sotheby's that they would be renaming Apollo Blue "Memory of Autumn Leaves" and Artemis Pink "Dream of Autumn Leaves."



A close up of the diamonds

Sotheby's has been pushing for bigger purchases in all categories recently, especially in the real estate market.

Sotheby's International Realty has devised a plan to raise the bar for the high-end condominium development industry, which has seen better days due to market slowdowns and an oversaturation of glitzy property options.

Developers of new luxury condominium buildings are having trouble finding demand and targeting buyers. Sotheby's International Realty Development Advisors is the real estate firm's new division that will focus exclusively on building the marketing for these developers ([see story](#)).

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