

HOME FURNISHINGS

Lalique, Steinway & Sons to auction one-off piano in Hong Kong

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Net proceeds from Lalique and Steinway & Son's piano will benefit a Chinese charity. Image credit: Lalique

By STAFF REPORTS

French lifestyle brand Lalique is bringing its crystal-making savoir faire to a new medium in a collaboration with piano manufacturer Steinway & Sons.

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In a pursuit of perfection, Lalique and Steinway & Sons has created a one-of-a-kind piano to be sold at auction Sept. 30. Net proceeds from the sale of the "Masque de Femme" piano will benefit Hong Kong's Ai You Foundation.

A piano for a cause

Lalique and Steinway & Sons' Masque de Femme is "a blend of exquisite craftsmanship and artistic excellence."

In a short social video posted on Lalique's Facebook account, the piano is explored through behind-the-scenes craftsmanship vignettes and shots detailing the instrument's features, including Lalique crystal panelings and embellishments.



Lalique and Steinway & Son's piano is one-of-a-kind. Image credit: Lalique

Interviews with Lalique's CEO and chairman Silvio Denz and Steinway & Sons' CEO Ron Losby are also included in the video. Both senior executives share the inspiration behind the piano's creation.

On Sept. 30, in collaboration with Hong Kong's China Guardian Auctions Co., the Masque de Femme piano will be auctioned during the China Guardian 5th Anniversary Full Moon charity gala dinner. The auctioneer's event will be held at the Hong Kong Convention and Exhibition Centre.

Net proceeds from the auction will benefit the Chinese nonprofit, Ai You Foundation. Founded in 2004, the Ai You Foundation benefits orphaned and underprivileged children through a number of philanthropic efforts.

Masque de Femme Piano - Lalique and Steinway & Sons

Lalique has also partnered with Sir Elton John to combat the AIDS epidemic through a charity auction.

The Elton John Music is Love for Lalique collection consisted of seven crystal sculptures, four of which were auctioned by Paddle8 to raise money for the fight against the disease. Partnering with a celebrity on a charity initiative can boost the profile of an event, as well as helping a brand raise more money for its chosen cause ([see story](#)).

Update: Lalique and Steinway & Sons' Masque de Femme sold at auction Sept. 30 for \$1.5 million.

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