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Sotheby's curates cross-category lots to represent luxurious lifestyle

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Sotheby's launched the Luxury & Lifestyle division in January 2017. Image courtesy of Sotheby's

By STAFF REPORTS

Auction house Sotheby's will host its inaugural "A Life of Luxury" sale at the end of November to present the very best examples of jewelry, watches, automobiles and wines to its clients.

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Sotheby's A Life of Luxury auction, scheduled for Nov. 30 through Dec. 7, follows the launch of the auctioneer's exclusive Luxury & Lifestyle division in the spring ([see story](#)). The auction will be held at Sotheby's New York and will be curated and co-hosted by fashion designers Fernando Garcia and Laura Kim.

On sale: A life of luxury

Sotheby's tapped Mr. Garcia and Ms. Kim as the inaugural week-long A Life of Luxury auction's curators and co-hosts after the designers presented U.S. fashion label Oscar de la Renta's spring/summer 2018 runway collection at the auctioneer's galleries during New York Fashion Week.

Mr. Garcia and Ms. Kim have been Oscar de la Renta's creative directors since 2016, and are also the designers behind the fashion label Monse ([see story](#)).

Oscar de la Renta's spring/summer 2018 show at Sotheby's

Given the design duo's talent and taste, Sotheby's is trusting Mr. Garcia and Ms. Kim to bring to life the vision of the Luxury & Lifestyle division's launch sale.

Designed to represent a luxurious lifestyle as its name suggests, the December auction will bring together jewelry, watches, fashion, automobiles and fine wine in a single sale for the first time.

Leading up to the week-long A Life of Luxury auction, Sotheby's plans to promote the sale with editorial content, social media campaigns across its channels and partnerships with top influencers from the art, design and fashion sectors.

Sotheby's A Life of Luxury's exhibitions will take over the auction house's building on Nov. 30. The sales calendar and contact details for confidential appointments can be found [here](#).

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