

ARTS AND ENTERTAINMENT

Christie's celebrates iconic actress with VR and special events

September 26, 2017



Christie's celebrates Audrey Hepburn with new exhibition

By BRIELLE JAEKEL

Auction house Christie's has taken on a significant responsibility with its Audrey Hepburn exhibition, using a variety of social tools and virtual reality to make a lasting impact.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Audrey Hepburn: The Personal Collection exhibition at Christie's in London is a collection of important artifacts owned and relating to the iconic late actress. Living up to the importance of Ms. Hepburn's legacy, the exhibition has adopted a variety of online marketing strategies to engage with consumers, most importantly being a 360-degree tour of the exhibit.

Full-rounded campaign

Using YouTube's 360-degree video tool, Christie's has created a virtual tour in which users can view a walkthrough of the exhibition as if they are there.

However, while the video gives a sensation of being there and allows viewers more freedom, it still does not compare to being there in person. The idea is to give viewers just a sense of the exhibition, enough to peak their interest to spark visitation.

The 360-degree film takes place in the exhibition, guided by television and radio presenter, Clemency Burton-Hill. She introduces the exhibit, beginning with a look at Ms. Hepburn's fashion collection.

Take an 360 tour of our Audrey Hepburn: The Personal Collection exhibition at Christie's in London <https://t.co/bcu78z9IXR>

Christie's (@ChristiesInc) [September 25, 2017](#)

Ms. Burton-Hill goes on to meet with a Christie's expert to discuss more about the collection, introducing viewers to Ms. Hepburn's personal script from the famous films "My Fair Lady," "Sabrina" and "Breakfast at Tiffany's" in which

visitors can view her written notes.

The exhibition also features original recordings of her songs for My Fair Lady and a room that displays her personal clothes while off duty.

Christie's is sharing a series of posts on social media to promote the various items going up for auction.

Discover [#AudreyHepburn](#) behind the lens with this Bell & Howell Reflex Camera, estimated between 2,000-3,000 <https://t.co/nWk2tjtBX2> 2/5 pic.twitter.com/d4MXauCRWF

Christie's (@ChristiesInc) [September 24, 2017](#)

In addition, Christie's is celebrating the exhibition with an event featuring and activities and talks featuring the iconic actress. The event takes place at the exhibit on King's Street in London.

Visitors can wander through it from 6pm to 9pm with a cash bar. A pop-up cinema will feature a showing of Breakfast at Tiffany's.

Guests will also be able to receive a makeup look inspired by Ms. Hepburn's iconic look. Attendees are encouraged to dress up like the star.

Christie's campaigns

Last year, Christie's also made an impact with a Herms Birkin bag, breaking yet another record on the auction block.

Auctioneer Christie's auctioned the "two most valuable handbags in the world" on May 30 and June 1 in Hong Kong. The Herms matte white Himalaya Niloticus Crocodile Diamond Birkin 30 was part of the May 30 lot, and was expected to sell for between \$190,000 and \$260,000 ([see more](#)).

Christie's also recently attempted to cultivate a new generation of art history lovers and potential experts in the fine art market with a series of online courses aimed at educating people on the intricacies of the art world.

This is the third addition to Christie's Education program, along with its "Continuing Education" and a Master's degree program that the auction house offers. The course is part of Christie's larger effort to nurture a love of fine art and a knowledge of the complicated art world among future generations ([see more](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.