

JEWELRY

Sotheby's hires global managing director for watches, jewelry from Dior

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Laurence Nicolas will be overseeing Sotheby's Diamonds. Image credit: Sotheby's

By STAFF REPORTS

Laurence Nicolas has been named auction house Sotheby's executive vice president, global managing director of jewelry and watches.

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Ms. Nicolas was most recently the CEO of Dior timepieces & fine jewelry. In her new role, she will oversee the selling of jewelry and watches through Sotheby's, including auction, private, retail and ecommerce sales.

"Our jewelry and watch businesses operate in markets much larger than the art market and this newly-created role has been designed to strengthen our cross-platform strategy and take advantage of the significant opportunity," said Tad Smith, CEO of Sotheby's, in a statement. "Laurence's creativity, energy and experience will no doubt be inspirational for the talented teams she will lead, while also further enhancing our clients' experience and fostering Sotheby's growth in these two key areas."

New role

Ms. Nicolas has 25 years of experience in the luxury business, which she joined following jobs at PricewaterhouseCoopers and Capgemini. She held a number of marketing and retail positions at Cartier during her tenure from 1990 to 2001.

Following Cartier, Ms. Nicolas joined Christian Dior Couture as the CEO of its jewelry and watches in 2001. During her time at Dior, she established the company's fine jewelry division in 2001 and its timepieces division in 2008.

When Ms. Nicolas joins Sotheby's on Feb. 1, she will report to Mr. Smith.



Laurence Nicolas. Image courtesy of Sotheby's

Along with running Sotheby's sales of jewelry and watches worldwide, she will head Sotheby's Diamonds. This recent venture, in partnership with Diacore, is a contemporary collection of jewelry that starts with stones.

"I am thrilled to start a new challenge within such a leading and venerable company and look forward to working with Tad and the Sotheby's team to further develop the jewelry and watch businesses," said Ms. Nicolas in a statement.

"Given the smart and passionate people that I have already met in the company, and the amazing history and expertise Sotheby's has built since 1744, I believe the potential for growth is tremendous," she said. "I am confident that together, we can conceive and execute plans to drive consistent sales and growth."

This past year has seen a number of blockbuster jewelry sales for Sotheby's, including the auction of the most expensive pair of earrings ([see story](#)) and a pink diamond that fetched the highest price for any diamond or jewel, \$71.2 million ([see story](#)).

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