

MEDIA/PUBLISHING

Robb Report explores stories behind “rare treasures” in Facebook Watch series

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Robb Report's new series was created in partnership with Facebook. Image credit: Robb Report

By DANNY PARISI

Lifestyle publication Robb Report is rolling out an exclusive series that dives into the history behind some of the most sought-after works of art and other expensive collectibles.

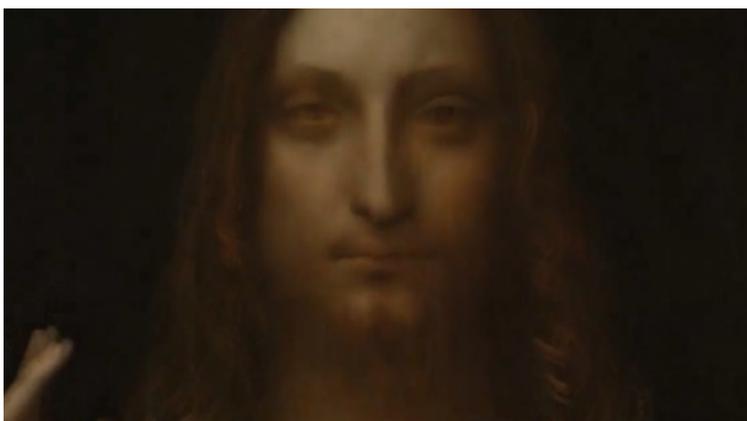
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The series, called the "Secret Histories of Rare Treasures," is produced by Robb Report Studio and debuts on Facebook's new on-demand video platform Watch. Robb Report's series is one of the first major luxury content creations for Facebook Watch and will serve as a barometer for both the platform and its luxury potential.

Secret history

The Secret Histories of Rare Treasures will take a deep-dive into some incredibly rare and valuable items from throughout history, exploring their origins and how they came to be so sought-after today.

For example, one episode follows the narrative of a rare Bugatti race car, which was lost by its owner in a poker game. The vehicle ended up sitting at the bottom of a Swiss lake for more than 70 years before it was triumphantly rescued and restored.



Leonardo da Vinci's Salvator Mundi. Image credit: Robb Report

Another episode follows how Leonardo da Vinci's "Salvator Mundi" was lost for centuries before resurfacing and being sold as one of the most expensive paintings of all time.

The narratives of this series cater to Robb Report's affluent audience, who might actually own the kinds of objects shown in the videos, while retaining interest for average viewers who are interested in the twisting tales behind each treasure.

Robb Report's first episode, focused on Salvator Mundi, has already aired, with more episodes planned each week until mid-May.

After that, Robb Report is already planning a second season.

Watching Facebook

The Secret Histories of Rare Treasures debuted on Facebook's Watch platform, an on-demand video service that is the social network's latest attempt to boost its video views.

As Facebook has struggled over the past few years to nail down a consistent video strategy, Facebook Watch may be the latest one of the company's video endeavors to boost luxury brands' social presence.

Since Facebook reportedly is pulling funding of Facebook Live content this year year, Facebook Watch could be the last hope for marketers, brands, advertisers and publishers who want to engage customers through video on Facebook. If Watch falls through the same way the platform's previous video efforts have, it will significantly change the video marketing world for luxury brands ([see story](#)).



The rescued Bugatti race car. Image credit: Robb Report

Robb Report's series is certainly a strong new partner to have, likely to bring in the more elusive affluent viewer who tends to not be the most active user of Facebook.

Robb Report has always been focused on catering to wealthy people of all genders, but recently the brand launched a separate publication focused on women.

Called Muse, the title is run by Jill Newman, the long-time executive editor of the style section at Robb Report. In addition to living online at robbreport.com/muse, Muse will also be getting its own biannual print publication ([see story](#)).