

APPAREL AND ACCESSORIES

Huntsman curates lifestyle collection, exhibiting modern side to heritage

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Huntsman is working with Sotheby's for a lifestyle auction. Image credit: Huntsman.

By STAFF REPORTS

Auction house Sotheby's is working with British menswear label Huntsman Savile Row for a modern lifestyle auction.

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For the brand's first online auction, Huntsman is working with Sotheby's to sell a variety of items such as apparel, accessories and unique items such as a portable library and bespoke mahogany paddle board. Specially designed or curated for the Sotheby's auction, these unique items are meant to show the modern, playful side of heritage.

"From the clubroom and dressing room, to the garage and grounds, a Huntsman lifestyle can extend to each element of the home," said Pierre Lagrange, owner of Huntsman, in a statement. "I invite you to discover them in our exclusive online sale, where we celebrate the pieces that form the overall experience of the brand."

Auctioning off a lifestyle

Other items included in the Huntsman-Sotheby's auction are an electric bicycle, novelty silver bullets, tweed gun slippers, flexweave trainers from Reebok and more.

The auction began May 22 and is live until June 1 at 3 p.m. BST, with bidding only available online.

Each item has a starting bid ranging from 400 pounds, or \$532.60 at current exchange, to upwards of 4,000 pounds, or \$5,327.



Sotheby's works with Huntsman for special auction. Image credit: Huntsman.

"This sale will see the legacies of two historic Mayfair institutions collide in what will be an exceptional opportunity to acquire bespoke creations from the most exclusive tailor on Savile Row," said Harry Dalmeny, U.K. chairman at Sotheby's, in a statement. "Appearing in an unprecedented online lifestyle auction, each lot will embody the integrity, craftsmanship and contemporary elegance which has come to define Huntsman, and the style and sophistication sought by our clients.

"Our online-only sales have soared in popularity over the past year and we're tremendously excited to inaugurate our first online lifestyle sale with such an esteemed partner."

As many of the products in the auction are travel based, Huntsman values adventure and travel.

Recently, Huntsman embarked on a cross-country road trip to celebrate its growing presence in the United States.

Following the opening of its expanded New York boutique earlier this summer, the brand outfitted a vintage 1980s Airstream trailer to serve as a mobile fitting room. This tour, which took the brand from Chicago to California, allowed the brand to grow beyond its New York location through limited-time appearances ([see more](#)).

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