

CONSUMER ELECTRONICS

Sotheby's auctions 5 commemorative B&O speakers

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The auction begins on July 5. Image credit: Sotheby's

By STAFF REPORTS

Sotheby's has partnered with luxury home electronics brand Bang & Olufsen to auction off a limited-edition set of five BeoSound speakers.

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The five BeoSound I speakers are unique in design and appearance, featuring colors not produced by B&O anywhere outside of the lots collected in this auction. As Sotheby's fortunes have risen, the auction house has increasingly turned to direct partnerships with brands to create unique and limited-edition offerings.

Digital push

Sotheby's is known for providing its affluent customers with access to unique and high quality products from renowned luxury brands.

The latest lots to be auctioned off at Sotheby's are a set of five limited edition BeoSound I speakers, designed by award-winning industrial designer Torsten Valeur.

After the launch of the BeoSound I speaker in 2016, these five unique speakers were made to commemorate the event.

They come in five unique colors produced through the anodizing process of the metal they are made from.

B&O touts the speakers as being the culmination of more than 50 years of design philosophy and knowledge that the brand has accumulated throughout the years.



Sotheby's online pushes have begun to pay off. Image credit: Sotheby's

The auction will be available online, an arena that has been incredibly powerful for Sotheby's recently. The online space continues to be fruitful ground for high-end auction houses as Sotheby's recorded its largest-ever digital sale in March of this year.

Sotheby's sale came from works of contemporary and impressionist art valued at more than \$2 million. The auction included a number of artists, and more than 500 registrants showed up to bid ([see story](#)).

The auction house's sale of valuable B&O speakers online continues this digital trend.

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