

ARTS AND ENTERTAINMENT

Christie's, Modern Luxury stage luxury products in vibrant vignettes

August 2, 2018



Products offered in Interiors on Aug. 22 at Christie's in New York. Image credit: Christie's

By BRIELLE JAEKEL

Auction house Christie's is working with publisher Modern Luxury to showcase high-end items up for auction in a manner consistent with their quality in photography and film.

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Christie's has invited an interiors editor from Modern Luxury and an interior designer to take a look through the auctioneer's warehouse in New York. In a series of vignettes, the two will show off Christie's antiques with bold coloring and interior design staging.

Luxury and editorial

For Christie's upcoming sale on Aug. 22, editor Sarah Bray and designer Anne Spilman are staging products from Christie's warehouse for a series of photographs.

The two tastemakers have known each other since college and are experts in the interior design world. In a behind-the-scenes film the two talk about how much they love antiques and Christie's collection.

Tastemakers Sarah Bray and Anne Spilman create luxurious vignettes using highlights from our August Interiors auction. <https://t.co/ulZbPwr97E> pic.twitter.com/nGuQYgBfLs

— Christie's (@ChristiesInc) August 1, 2018

"Walking around this incredible space, I almost feel like we're behind the scenes at the Met," Ms. Bray says in the film.

A series of classic artworks, home décor, stools and furniture books are stage with bright backgrounds and colorful patterns that complement the antiques' style in an unexpected manner.

The two women immediately came up with the decision to use bright colors to help capture consumers' attentions.

For instance, a plaster plafonnier ceiling fixture, a pair of gilt-metal floor lamps, a velour upholstered sofa, a chrome and clear-glass pocket-form low table and other ornate objects are featured against a bright orange backdrop.

In the film, Ms. Spilman discusses incorporating one piece of wood into every room and every photograph, as it grounds the space, she says.



Christie's photograph featuring more products for the Aug. 22 sale. Image credit: Christie's

Another design trick the two women mention is using antique plates to bring a fun element to the pictures and for an easy color palette.

Closing out their film, Ms. Spilman talks of how auctions are an easy way to get clients familiar with their tastes and interact with pieces that “transcend centuries and countries.”

Christie's business

Auction house Christie's led the global art market with total sales in 2017 totaling \$6.6 billion, an increase of 26 percent compared to 2016.

Christie's total global sales increase of more than 25 percent was led by the record-breaking sale of Leonardo da Vinci's *Salvator Mundi*, which sold for \$450.3 million in November. An increased supply of masterpiece-level art met continued demand, leading auction sales at Christie's to increase by 33 percent to \$5.9 billion ([see story](#)).

Luxury has been one of the biggest growth categories for international auction house Christie's, with the highest proportion of new buyers each year.

This growth rate can be attributed to the growing number of highly wealthy individuals around the world as well as Christie's own efforts to target affluent consumers. At the auction house's London Luxury Week, Christie's capitalized on that trend with a host of new products for luxury consumers across the globe ([see story](#)).

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