

HOME FURNISHINGS

## Sotheby's seeks collectors, consignors with home marketplace

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*Interior by Ohara Davies-Gaetano. Image credit: Sotheby's Home*

By STAFF REPORTS

Auction house Sotheby's is branching further into home furnishings with the launch of an ecommerce site devoted to vintage and antique furniture and dcor.

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Sotheby's Home is a secondhand marketplace that allows consumers to be both shoppers and consignors. In recent years, Sotheby's has been building out its ecommerce offerings, aiming to make it easier for collectors to acquire goods via auctions and direct sales.

"Alongside Sotheby's current online auction and retail platforms, Sotheby's Home is another way we are uniting superior technology with wonderful objects to serve our clients of today and tomorrow," said Tad Smith, Sotheby's CEO, in a statement.

### Home coming

Earlier this year, Sotheby's continued to develop its fixed-price digital purchasing capabilities with the acquisition of high-end interior design ecommerce platform Viyet ([see story](#)).

Since the acquisition, Viyet's monthly revenue has doubled thanks to a 200 percent increase in traffic. Viyet has also established new partnerships with brands, showrooms and galleries.

Now, Viyet is relaunching as Sotheby's Home. The marketplace will now sell a wider inventory of home goods, with the debut of new categories such as contemporary art and photography, drawing on Sotheby's art expertise.

Along with selling merchandise from galleries and showrooms, Sotheby's Home will feature exclusive consignments from individuals. For consignors, Sotheby's Home will work with them through the process, including photographing pieces for the site, moving and delivering.



*Sotheby's Home carries both home furnishings and art. Image courtesy of Sotheby's Home*

"The launch of Sotheby's Home provides a new platform to buy designer furniture, antiques, accessories and art with ease, furthering our commitment to offer expanded channels to serve both our customers and consignors," said John Auerbach, general manager of Sotheby's art and objects division in New York, in a statement.

As the branding shift takes place, Viyet CEO Elizabeth Brown will continue to oversee the site as the CEO of Sotheby's Home.

"We are thrilled to introduce Sotheby's Home and relaunch Viyet under the Sotheby's brand," said Ms. Brown in a statement. "We are excited to continue growing with the support of Sotheby's, providing our customers the opportunity to purchase unique pieces for their homes and providing consignors with an easy to use, trustworthy platform."

Similarly to fashion's move towards unique finds rather than head-to-toe designer looks, interior design is becoming more about individuality. Interior designer Jae Joo, who works with Homepolish, noted in a panel discussion during Luxury Portfolio International's Affluence Forum that clients want things that no one else has ([see story](#)).

This is helping to boost interest in vintage, rare pieces, fueling the secondhand furniture market.

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