

APPAREL AND ACCESSORIES

Christie's employs a secret agent for private sale

October 31, 2018



A Diamond Affair is Christie's latest private sale. Image credit: Christie's

By STAFF REPORTS

Auction house Christie's is working with luxury menswear label Brioni for one of its luxury private sales, outside of its usual auction realm.

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A Diamond Affair is inviting affluent customers to shop a special collection for Christie's sales series that steps away from the auction format. Working with Brioni, the collection will feature precious diamonds, bespoke Italian tailoring and John McLusky's original James Bond artwork.

Private sale

The event, taking place at Christie's King Street galleries in London, will transform the space into the famous character James Bond's private quarters.

Christie's and Brioni will be presenting the latter's latest menswear collection, in addition to the Eye of Golconda.

The jewel is a 40.05-carat pair-shaped diamond.

Pieces shown as part of the exhibit will be available for immediate purchase.

Other items of note include a pair of 13.35-carat and 12.03-carat yellow rectangular-cut diamond earrings, a Diamonds Are Forever title page of the James Bond series by John McLusky published in the Daily Express and a 3.42-carat vivid blue heart-shaped diamond.

The private sale started on Oct. 29 and runs until Oct. 31 from 9 a.m. to 4:30 p.m. everyday.

James Bond

BY IAN FLEMING

DRAWING BY JOHN McLUSKY



A piece from Diamonds are Forever by Ian Fleming. Image credit: the Daily Express/Christie's

In another unique initiative from the auction house, Christie's brought a modern technology into a veteran industry, as it became the first to sell a piece of art created by a digital rather than human artist.

Christie's has now become the first auction house to offer artwork created by an artificial intelligence solution, says the company. The move brought AI into yet another sector in a seemingly surprising creator role, possibly shifting the AI and art industries, but some experts believe its only use is to show what the data solution can do ([see story](#)).

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