

JEWELRY

Sotheby's Laurence Nicolas: Luxury Woman to Watch 2019

November 16, 2018



Laurence Nicolas

By STAFF REPORTS

Luxury Daily annually honors 25 smart women executives who show the potential to make a difference next year in the luxury business. This year's list features honorees who have set ambitious goals to achieve in a luxury market that, while growing, is also challenged by rapid changes in consumer behavior and technology.

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Here is one honoree:

Laurence Nicolas, executive vice president and global managing director for **jewelry** and **watches**, **Sotheby's**, New York

"When you have a brand with almost 300 years of history, you need to constantly reinvent yourself, adapt and foresee new trends"

What do you most like about your job?

Certainly, the constant reinvention that comes with my responsibilities and the nature of the art and luxury markets.

Every few months, we start from scratch and build entirely new sales, like a painter in front of a white canvas. And then, of course, having the privilege of seeing masterpieces and treasures on a regular basis is a treat for any one like me who loves art, jewelry and watches.

What is the biggest challenge in your work?

Probably what also makes it so interesting.

When you have a brand with almost 300 years of history, you need to constantly reinvent yourself, adapt and foresee new trends. This is even more so on the jewelry and watch markets which are growing at a very fast pace.

What is your work priority for 2019?

Build live auctions and online sales as successful as the ones we had this year and continue to educate more collectors around the world about how seamless the auction or sales process can be, hand-hold them through the experience, curate their precious collections and, crucially, build a relationship of trust that, like a diamond, lasts

forever.

What is your proudest achievement in luxury?

Perhaps my journey so far. This industry always provided me with new challenges and fascinating projects. Recently, moving from fashion to the arts is another exciting chapter in my career.

[Please click here to see the entire Luxury Women to Watch 2019 list](#)

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