

RETAIL

Christie's online participation continues to grow with record auction

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Christie's holiday watch sale sees record sales. Image credit: Christie's

By STAFF REPORTS

Auction house Christie's has seen its online auctions grow, with its latest having sold its highest number of watches in a digital auction.

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The Christie's Watches Online: Winter Holiday Sale sold 100 percent of its inventory by value and 83 percent by lot. It achieved a total of \$2,514,375, making it the highest sale total achieved and highest number of registrants, bidders and buyers for a Christie's luxury online sale.

Online auction growth

Christie's saw 32 countries represented in the online international auction registration.

Not only did it achieve the highest sales total for a luxury online sale, but it was also the largest collection of luxury watches to be sold online from the auction house.

As part of the sale, 24 pieces from watch designer Moritz Grossmann were auctioned off, with the most notable being models a Atum Schaffo sold for \$32,500, a Benu Tourbillon Brown sold for \$50,000 and a Benu Tourbillon Orange Titanium for \$50,000. The collection was in celebration of the brand's tenth anniversary.



LOT 1
OMEGA, SPEEDMASTER 'PRE-MOON',
REF. 145.022-69 ST

Price Realised: USD 6,250
LOT HAS ENDED



LOT 2
OMEGA, 14K SQUARE DRESS WATCH,
REF. D 6650

Price Realised: USD 1,250
LOT HAS ENDED



LOT 3
OMEGA, SPEEDMASTER, REF.
345.0022

Price Realised: USD 3,000
LOT HAS ENDED

Christie's online auction

Another notable sale included Rolex Submariner Big Crown, which sold for \$52,500.

The auction took place from Nov. 27 to Dec. 10.

Previous results showed that 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](#)).

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