

HOME FURNISHINGS

Christie's links with 1stdibs for buy-it-now offering

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Christie's for 1stdibs collection. Image credit: 1stdibs

By STAFF REPORTS

Auction house Christie's is giving consumers the chance to buy without bidding through an ecommerce partnership with 1stdibs.

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A curated assortment of consigned goods from Christie's will be available on 1stdibs, enabling clients to purchase items immediately for a set price. Christie's sees this as an opportunity to connect with a new audience of collectors on a digital platform.

"We are delighted to work with Christie's, renowned globally for their esteemed auctions, record-breaking sales, and expertise in the fine and decorative arts to offer these specially curated objects for purchase immediately in a new and exciting format for Christie's," said Cristina Miller, chief commercial officer of 1stdibs, in a statement. "There is tremendous synergy between 1stdibs and Christie's, and we look forward to exploring additional ways to offer continued benefit to our combined networks of collectors and interior designers."

See-now, buy-now

Starting May 1, Christie's will be hosting an exhibit at the 1stdibs Gallery in New York at the Terminal Stores Building ([see story](#)). This selection has been curated by interior designer Juan Montoya.

Ahead of the exhibition, a Christie's for 1stdibs collection has debuted online. This assortment of about 100 furniture pieces includes items that have been consigned by Mr. Montoya.

Prices for the collection start at less than \$1,000, offering an accessibility to collectors.

"The collaboration with 1stdibs, the leaders in ecommerce luxury goods, is an exciting opportunity for Christie's," said Matthew Rubinger, deputy chief marketing officer at Christie's, in a statement. "Through offering a buy-it-now option for this specially curated group of furniture and objects beautifully designed by Juan Montoya, we are providing more options for our discerning collecting base.

"In addition, we are thrilled to introduce Christie's to a whole new group of collectors, many of whom are based in New York as well as connect with new buyers entering our market digitally," he said.



Christie's collection will be showcased at the Istdibs Gallery. Image courtesy of Istdibs, photo credit Pernille Loof

In the first half of 2018, Christie's saw growth in sales across all platforms as well as a sell-through rate of 84 percent. For Christie's online sales, most of its buyers were first time customers, and Asian shoppers are spending 10 percent more than the first half of last year. Total online spend reached 88 million pounds, or \$118 million, in the first half of 2018 ([see story](#)).

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