

JEWELRY

## Sotheby's Home branches into secondhand hard luxury

November 12, 2019



*Cartier brooch available on Sotheby's Home. Image courtesy of Sotheby's Home*

---

By STAFF REPORTS

Consignment marketplace Sotheby's Home is expanding its offerings with the debut of a fine jewelry category.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Sotheby's Home will now retail pre-owned and vintage baubles from brands including Tiffany & Co. and Cartier. As secondhand sales for personal luxury goods rise faster than the market for new luxury, more retailers are getting in on the pre-owned game.

### Secondhand sales

Last year, auction house Sotheby's branched further into home furnishings with the launch of an ecommerce site devoted to vintage and antique furniture and dcor.

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 ([see story](#)).

The jewelry shop on Sotheby's Home joins categories including furniture, art and dcor.

Some of the brands carried include Herms, Piaget, Louis Vuitton, Van Cleef & Arpels and Bulgari. Along with signed pieces, there are fine jewelry items that are not branded from both contemporary and vintage eras.



*Tiffany & Co. bracelet. Image courtesy of Sotheby's Home*

Sotheby's Home has timed the launch ahead of the holiday shopping season, when consumers may be looking to gift a piece of jewelry to a loved one.

"We know our customers' love for beautifully crafted, well designed pieces extends beyond just the home," said Stefan Pepe, CEO of Sotheby's Home, in a statement. "Through the Sotheby's Home jewelry shop, we are thrilled to bring another category of unique and timeless pieces into our growing repertoire."

According to Bain, the secondhand jewelry business makes up the lion's share of the pre-owned personal luxury goods market, which has grown about 9 percent each year since 2015. In 2018, watches and jewelry accounted for 80 percent of the total \$24 billion secondhand market, compared to fashion's 20 percent ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.