

ARTS

Christie's Amy Wexler: Luxury Woman to Watch 2020

December 4, 2019



Amy Wexler

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.

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

Here is one honoree:

Amy Wexler, chief marketing officer, **Christie's**

"Digital underpins all aspects of modern life, and digital power and technology remain at the forefront of our priorities"

What do you most like about your job?

With so much on offer, there is always a wonderful collecting story to tease out and share with our audiences.

There are many ways to communicate, and we are able to blend visual and editorial elements with more immersive features both online and embedded into our exhibitions which is very exciting.

Our digital components for the recent "Maharajas & Mughal Magnificence" sale incorporated multi-dimensional photography and were the first of their kind to appear anywhere.

What is the biggest challenge in your work?

My days are unpredictable and packed with interesting challenges that require creative yet strategic problem solving. I have to be ready for anything.

In most cases, a solution can be found through effective communication, a genius design or calm logic. When all else fails, pivot to a full charm offensive.

What is your work priority for 2020?

While Christie's was founded in 1766, we have an innovative spirit and a global outlook.

We are focused on personalized experiences that enhance our clients' journey and deepen their connection to Christie's.

Our marketing portfolio is only one element of this. It is a holistic approach to business supported by the full Christie's team.

In the luxury realm, clients are buying and selling in a number of ways online, in live auctions and through our private sale services so seamless integration is key.

What is your proudest achievement in luxury?

I love blending the creative with the commercial to create potent multi-platform campaigns, backed by client data and success metrics.

Partnering with our talented experts within Christie's elevates our marketing opportunities even further.

Our audience has been steadily increasing across the luxury segment over five years, and nearly half of Christie's new clients actively participate across our range of luxury sales, including jewelry, watches, wine and handbags.

Those who are completely new to buying and selling can begin learning about the luxury market through our content and social media, and then move to the next step of participating in an online sale.

Online continues to be our most popular channel for attracting new clients, and we have more than 500,000 followers on our luxury-specific social media accounts.

How do you see luxury evolving in 2020?

Digital underpins all aspects of modern life, and digital power and technology remain at the forefront of our priorities.

For clients, access, convenience and versatility are key.

One of the benefits Christie's has over a more traditional retailer is direct access to some of the world's most exclusive collections.

Our global network means many of the luxury items we offer are custom and unique. Our sales truly offer once-in-a-lifetime opportunities for collectors.

To that point, we are seeing a lot of participation from millennials, who are drawn to the sustainability and long-term investment value of luxury pieces along with the notable provenance.

Looking ahead, we will evolve to meet demand and discovery of new markets is sure to be much of the fun.

[Please click here to see the entire Luxury Women to Watch 2020 list](#)