

WATCHES

Christie's postpones Important Watches auction in Dubai over virus fear

March 9, 2020



Rolex that was auctioned last year at Christie's Important Watches auction in Dubai. Image credit: Christie's

By LUXURY DAILY NEWS SERVICE

Christie's Important Watches auction that was scheduled for April 11 in the Middle East's Dubai has been postponed as a precaution against the coronavirus outbreak in many parts of the world.

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

The auction will now coincide with Christie's annual Middle Eastern modern and contemporary art auction. In addition, the British auction house's curated exhibition, "Head to Head: A Dialogue between Marwan and Baselitz," is being rescheduled from April to November.

"As a business we remain well positioned, underpinned by the fact that our bespoke digital marketing and direct, personal client engagement continues to ensure that art consigned for sale is successfully publicized and connected to potential buyers," said Alexandra Kindermann, senior director of communications for Christie's EMERI, Zurich, Switzerland.

"We have longstanding experience of working with global collectors and advisors to ensure that works of art can be successfully presented in a bespoke way," she said.

The **Important Watches** auction was scheduled to take place at Dubai's new Mandarin Oriental hotel.

Tough time

Last year's Important Watches auction in Dubai generated \$8.13 million in total sales including the buyer's premium. The auction was held March 22, 2019.

Christie's will continue to serve its clients in the Middle East via its fully operational office in Dubai.

The company is also showcasing Middle Eastern Art highlights as well as a selection of watches in its renovated exhibition space at the Dubai International Financial Center.

"The health and safety of our employees and clients are the continuing priority," Ms. Kindermann said, "and our thoughts during this difficult time are with all the people and areas affected by the virus."

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.