

JEWELRY

Sotheby's debuts Instagram filter ahead of jewelry auction

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Sotheby's is inviting consumers to wear a virtual tiara that emulates a magnificent piece that can be traced back to one of the oldest royal families in the world. Image credit: Sotheby's

By LUXURY DAILY NEWS SERVICE

Auction house Sotheby's is inviting consumers to feel like royalty with a new Instagram AR filter that allows users to virtually try on a magnificent tiara.

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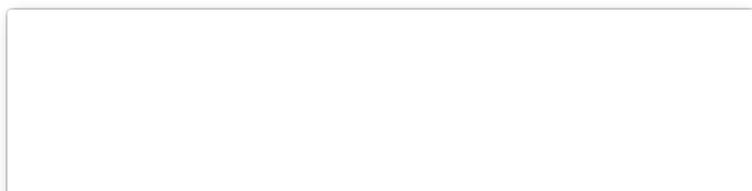
In honor of its upcoming Geneva jewelry flagship auction on May 11, Sotheby's has created an interactive effect to bolster consumer excitement. The Instagram filter is available through the handle [@Sothebys](#) and jewelry account [@Sothebysjewels](#) and will allow users to take a photo of themselves wearing the headpiece against a 360-degree background of the Palazzina di Caccia di Stupinigi, an Italian palace.

"Tiaras have always been the crowning glory of major jewelry collections but in the past decade, their popularity has soared to unprecedented heights," said Benoit Repellin, head of Sotheby's Geneva "[Magnificent Jewels and Noble Jewels: Part I](#)" auction, in a statement. "These storied pieces are prized around the world, not only for their craftsmanship and the quality of their materials which makes them true works of art, but also for their historical and emotional resonance: a mix of magnificence and intimacy."

Tiara wearing from home

The tiara, property of a European royal family is composed of cushion-shaped, circular- and single-cut diamonds framing eleven natural, saltwater pearls. The new filter, which consumers can fashion from their own home, was produced in partnership with Poplar Studio, and is modeled as a close replica of the actual tiara.

The tiara is a symbol of the history of the House of Savoy, one of the world's oldest royal families. This piece is estimated at 940,000-1,400,000 Swiss franc or \$993,447-1,479,601 at current exchange.



[View this post on Instagram](#)

A post shared by Sotheby's Jewels (@sothebysjewels)

According to Sotheby's, anyone can "try on" this tiara

Other items featured in the auction include a sapphire and diamond brooch from the 1930s, estimated at 1,860,000-2,785,000 Swiss franc or \$1,966,401-2,944,316 at current exchange, a Cartier diamond ring estimated at 190,000-280,000 Swiss franc or \$200,780-295,886 at current exchange, a ruby and diamond Cartier ring estimated at 170,000-225,000 Swiss franc or \$179,645-237,766 at current exchange and more.

The filter marks Sotheby's latest technological push to showcase its offerings.

Sotheby's continues to appeal to art collectors through immersive online shorts as the world looks to the future of returning to in-person opportunities.

A multifaceted approach with short films, tweets and other means has been effective for Sotheby's as the house has managed to capture consumer attention during the COVID-19 pandemic. Continuing this immersive virtual approach could also aid in maintaining consumer attention even when auctions and other events are later offered in person at full capacity ([see story](#)).

"Combining two ancient symbols of wealth and status, natural pearls and headpiece, the tiara we have the privilege to present in Geneva in May encapsulates all the pomp, power and presence associated with royal jewels, and with an option to be worn as a necklace, the versatility of this beautiful jewel will undoubtedly make it a very covetable piece for many collectors," Mr. Repellin said.

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