

ARTS AND ENTERTAINMENT

Sotheby's explores passion for art collection with new series

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Harley Viera-Newton discusses the emotion and excitement behind collecting in the first episode of the new series. Image credit: Sotheby's

By LUXURY DAILY NEWS SERVICE

Auction house Sotheby's has launched a new series, "Why I Collect," in which six Los Angeles-based creatives share their personal collections of fashion, art and watches and what drives them to collect.

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Only three profiles have been published to the auction house's social accounts, but the series will ultimately include interviews of collectors from the film, sports, music, fashion industries and more. From modern art to watches to sneakers, each individual shares varying perspectives on what inspires them and what they hope their collections say about them.

"What defines a collector is relentless pursuit and passion, and that was one of the inspirations for the series," said Karina Sokolovsky, chief communications officer at Sotheby's. "We serve a diverse universe of collectors at Sotheby's and our goal with the series is to share personal stories of collecting from interesting individuals in a way that's informative, relatable and inspires others to start a collection.

"We want the series to highlight the collector and their enthusiasm for collecting," she said. "Whether you are just starting out or interested in art, design, books, sneakers, watches or handbags, the series speaks to the interests of the collector in many of us."

Why I Collect

The first episode of the series features designer, DJ and model Harley Viera-Newton, who has played events around the world. In 2016, she launched her own line of vintage inspired silk dresses, HVN.

Harley Viera-Newton describes how she became involved in the world of collecting

She describes her collection as timeless vintage pieces. Her first major fashion purchase was a small black Chanel cross body bag which continues to be her most worn item.

Her top rule for collecting is to only collect vintage she can wear.

"For this installment, we headed to Los Angeles and tapped six collectors, including Olympic fencer Miles Chamley-

Watson, DJ and fashion designer Harley Viera-Newton, stylist and creative director Jason Bolden, tattoo artist Scott Campbell, NBA player Maurice "Moe" Harkless and actress Laura Harrier," Ms. Sokolovsky said. "The episodes, which also feature a series of rapid-fire "On Collecting" questions exclusive to Sotheby's Instagram, will roll out across Sotheby's channels throughout September coinciding with the launch the new Sotheby's app."

The second episode features Olympic fencer Miles Chamley-Watson, who describes his collection of watches as unique, special and one-of-a-kind.

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A post shared by Sotheby's (@sothebys)

Humorously, Mr. Chamley-Watson says the cartoon television program "Spongebob Squarepants" initially inspired him to begin collecting watches.

The third episode highlights creative director and celebrity stylist Jason Bolden, who describes his collection as legacy, special and black.

His top rule for collecting is simple: a piece must make him smile.

"In addition to highlighting collecting stories in a fun and engaging way, the series was developed to raise awareness of our new mobile app," Ms. Sokolovsky said. "The Sotheby's app offers an enhanced browsing experience that is customized and tailored towards each client in addition to new features to discover, bid, buy and consign at Sotheby's.

"The new onboarding flow enables clients to tell us what they're interested in collecting while customizing their feed and push notifications with new auctions and BuyNow items that match their interests," she said. "A new 'Collections' page lets clients to build out their taste profile, quickly access lots they want to add to their personal collection, and easily access auctions they're interested in bidding in."

Furthering its place in the digital space, earlier this week Sotheby's added cryptocurrency as a payment option for Hong Kong's upcoming Diamonds: The Dazzling sale this month.

In addition to fiat currency, Sotheby's will accept payment in ether, bitcoin or USD coin a sign of the growing acceptance of cryptocurrency for luxury purchases. Sotheby's decision comes after the success of its Luxury Edit sale ([see story](#)).

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