

ARTS

Artsy's Dustyn Kim: Luxury Woman to Watch 2022

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Dustyn Kim

By LUXURY DAILY NEWS SERVICE

Luxury Daily annually honors smart women executives who show the potential to make a difference next year in the luxury business. This year's list features 26 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.

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Here is one honoree:

Dustyn Kim

Chief revenue officer

Artsy

New York

"I think the mindset shift and new habits we've seen as a result of the pandemic will continue to evolve"

What do you most like about your job?

The people. The team at Artsy is truly unique. It is the most talented and committed group of people I've ever worked with. It's also the most collaborative and fun group of people I've ever worked with.

It's been such a privilege to help build and grow this team and to work alongside people who inspire me every day.

What is the biggest challenge in your work?

We have a big mission at Artsy: We are here to democratize and expand the art market. That's an incredibly challenging endeavor. It requires shifting long-held beliefs and behaviors in the art world in areas like exclusivity and transparency.

Changing behaviors is by far the hardest part of the job.

From direct conversations with partners on why they should adopt things like public pricing to working with our

product teams on the next evolution of collector tools, I am constantly thinking "how can we get our buyers and sellers to think and act differently?"

What is your work priority for 2022?

We've seen ecommerce purchases on Artsy grow 150-200 percent recently, so we'll continue to stay focused on that momentum.

We'll also focus on converting the 98 percent of high-net-worth-individuals who are spending money on luxury items like jewelry, cars, etc. towards buying art.

Buying art is not just another luxury purchase. It's an investment that provides direct support to an artist's career and a way to be involved in meaningful causes.

What is your proudest achievement in luxury?

I'm really proud of the work we've done to support the art world through the pandemic.

COVID-19 represented an existential threat to our industry and to so many of our partners.

Artsy was the solution that helped keep many art businesses alive during this time, turning them into online businesses literally overnight, with immediate access to technical infrastructure and an online global collector base.

We also accelerated our ecommerce rollout to ensure that as many partners as possible had the ability to not only find collectors but sell directly to them with ease.

We pivoted nearly 70 cancelled or postponed art fairs to online-only editions on Artsy.

We ran campaigns like #artkeepsgoing to fill the lives of collectors and art enthusiasts with art in a time when we all needed beauty and inspiration more than ever. And we hosted benefit auctions that raised over \$8 million for nonprofits and institutions.

How do you see luxury evolving in 2022?

I think the mindset shift and new habits we've seen as a result of the pandemic will continue to evolve.

Many, if not most, people are not returning to an office full time. Instead, they are adapting to a hybrid arrangement where the home will continue to be used in a multi-purpose way. That means continued investment in the home, including in art that provides inspiration and emotional connection.

I also think we will continue to see people being very thoughtful about how they are spending their money. Today's luxury buyers are supporting companies and causes that are aligned with their values.

[Please click here to see the entire Luxury Women to Watch 2022 list](#)