

RETAIL

Sotheby's, Net-A-Porter partner for New York Luxury Week

December 1, 2021



The Net-A-Porter holiday exhibit is now open at Sotheby's. Image credit: Credit: Rupert Ramsay/BFA.com

By LUXURY DAILY NEWS SERVICE

Auction firm Sotheby's and online luxury retailer Net-A-Porter have kicked off this month's New York Luxury Week as part of their year-long global partnership.

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Running from Dec. 1 through Dec. 8, **New York Luxury Week** features several auctions as well as holiday offerings at Sotheby's Marketplace and The Emporium. It is the second installment of the collaboration between Sotheby's and Net-A-Porter, following a similar effort in London.

Luxe partnership

As part of the weeklong event, Net-A-Porter curated an interactive holiday exhibit located at Sotheby's.

The installation showcases luxury holiday pieces, including ready-to-wear and accessories from Gucci, Saint Laurent, Oscar de la Renta, Bottega Veneta, Christopher John Rogers and others.

Open to the public until Dec. 7, the exhibit includes QR codes throughout to encourage visitors to shop directly through their phones by leading them to Net-A-Porter's holiday shop after a quick scan.



QR codes encourage mobile shopping. Image credit: Credit: Rupert Ramsay/BFA.com

The Net-A-Porter exhibit is presented along Sotheby's jewelry, watches, handbags, wine, spirits and streetwear auctions. Sotheby's describes the sales as "demonstrative of the increased appeal and rising trend of collecting luxury objects."

Auction highlights include pieces from Cartier, Herms and Tiffany & Co.

Sotheby's previously collaborated with Net-A-Porter in September to host a pop-up and caf experience in London during its series of "Life is Beautiful" luxury sales.

This year, Sotheby's has been focusing on more experiential offerings to appeal to a new generation of clients.

In May, the auction house launched The Emporium, a new retail store that features an assortment of luxury lifestyle goods and fine art available for immediate purchase, in New York. The store is an extension of Sotheby's growing Buy Now online marketplace, which actively offers more than 5,000 authenticated luxury items including jewelry, art, collectible sneakers, watches and more ([see story](#)).

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