

ARTS AND ENTERTAINMENT

## Luxury ups the ante at Miami Beach Art Basel 2022

December 2, 2022



Miami's main event sees luxury sponsorships from fashion, food, alcohol and automotive participants alike this year. Image credit: Bottega Veneta

By LUXURY DAILY NEWS SERVICE

Art Basel attracts collectors from all corners of the globe, therefore it is no coincidence that luxury's presence tends to coincide.

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This year's Miami Beach Art Basel marks the 20th anniversary of the cultural commemoration. Seeking to connect with clientele, luxury brands across all verticals, including names like French fashion label Louis Vuitton, Kering-owned Italian fashion house Bottega Veneta and Pernod Ricard-owned Champagne house Perrier-Jout join in on the festivities in light of the occasion, slated from Dec. 1 to Dec. 3, among others.

Active at Art Basel

On the luxury fashion front, Art Basel invited many avant-garde brand players as participants, per usual.

In the case of Italian fashion house Fendi, the brand becomes the patron.

With the blessing of artistic directors Kim Jones and Silvia Venturini Fendi, Vienna-based artist Lukas Gschwandtner created a new body of work titled "Triclinium," which references archetypes of Italian Renaissance-era female forms.

In an ode to the brand, the artist mocked up Fendi garment bag illustrations on the canvas-lined exterior wall surfaces.

Italian fashion house Dolce & Gabbana showcases designs from a new Alta Gioielleria collection, which features fine jewelry with impressive stones. House founders Domenico Dolce and Stefano Gabbana were personally involved in the creation of the effort.

The precious [#DGAItaGioielleria](#) Collection at [@DesignMiami](#) is the quintessential tribute to timeless art.

Discover the exhibition at <https://t.co/AZvd5ptUB7>

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Dolce & Gabbana (@dolcegabbana) **November 30, 2022**

Louis Vuitton has opted for a fully integrated approach, using the opportunity to preview pieces from upcoming partnerships.

Following this week's announcement of a January collaboration with world-renowned artist Yayoi Kusama ([see story](#)) the effort brings the two powerhouses together after a decade two wax figures of the artist are framed in a room rife with her trademark aesthetic, a play on color and texture, with bright shades that dominate and polka dots that provide optical illusions of sorts.

The longtime Basel supporter will also exhibit reworked Artycapucines handbags from the brand's iterative initiative. The fourth year features six international artists who created nine reconstructed handbag renditions under one shared purpose ([see story](#)).

Bottega Veneta, on the other hand, a brand more recently readily involved with the event, is extending its most recent spring/summer 2023 fashion show set, bringing works specially designed for the event by Italian architect Gaetano Pesce to the masses.

Moving into luxury automotive, German automaker Porsche is making moves to debut its first NFT, accompanied by a brand experience presentation at Art Basel.

"This project is an additional element of our digitalization strategy," said Lutz Meschke, deputy chairman and member of the executive board for finance and IT at Porsche.

"We've made our commitment for the long haul and our Web3 team has the autonomy to develop innovations in this dimension as well," he said. "Innovation management at Porsche also sees potential in the purchasing experience, the metaverse and the supply chain."

"Vehicle and sustainability issues are also being considered."

Meanwhile, a physical art experience takes the form of a real-life installation by digital artist [Chris Labrooy](#) on the beach of the Prez Art Museum Miami, marking the first time that Porsche's [The Art of Dreams](#)' initiative makes it to America.

Welcome to Miami [@ChrisLabrooy](#)'s installation kicks off a week full of breathtaking art & big news. It captures exactly what the Porsche journey into Web3 is routed in: dreaming big, without boundaries. Visit us at [@nftnow](#), or tune in here later today for an announcement.

[pic.twitter.com/GiCbmjYsC](https://pic.twitter.com/GiCbmjYsC)

PORSCH (@eth\_porsche) **November 29, 2022**

For food and beverage, this year sees Perrier-Jout as Miami Design District's official Champagne sponsor.

The partnership sees the brand hosting daily programming while one of its installations explores space and nature, another gathering taps model Karlie Kloss to promote a limited-edition line in an intimate VIP setting.

The Perrier-Jout Blanc de Blancs limited edition represents the continuity of life forms.

A clear connection has emerged between Maison Perrier-Jout and Garance Valle. The Maison is thrilled to have welcomed [@karliekloss](#) to celebrate art and nature.

PLEASE DRINK RESPONSIBLY [pic.twitter.com/JplwVLspdT](https://pic.twitter.com/JplwVLspdT)

Moving forward with a look back

Last year's fair hosted an audience of 60,000 overall, between VIP programming and days open to the public.

While pre-pandemic crowds surpassed this measure ([see story](#)), sponsors are slowly making an in-person return versus virtual attendance ([see story](#)), in a rebound from previous editions.

Just beyond the Miami Beach art fair, the industry's most defining trend in decades may lie in the hands of the sector's newest consumers, as shared ownership is making the future of fine art more accessible ([see story](#)).

Unconventional in approach and dissimilar in demographic as compared to traditional art world patrons, retail investors are stepping into the art market. Experts are watching this space, as Basel programming kicks off from Nov. 29 through Dec. 4.

Of those who began collecting in the last four years and have spent at least \$5,000 on art in one of those years, 86 percent reported purchasing the same number of works or more, as compared to 78 percent last year, according to Artsy.

With values that veer from those of the art world's upper echelon, this cohort values transparency, as they navigate an industry often intentionally shrouded in mystery.

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