

APPAREL AND ACCESSORIES

Julien's Auctions to sell archival looks from actress Gwyneth Paltrow

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The event features fashion, furniture and design objects from the personal collection of the American actress. Image credit: Julien's Auctions

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

Hollywood auction house Julien's Auctions is announcing its latest landmark sale.

Online registration and bidding for "The Bold Luxury: Gwyneth Paltrow Lexicon of Style & The Archival Edit" opens today; the live auction takes place March 24 and 25, 2026, from The Peninsula Beverly Hills, starting at 10 a.m. PT. The event features fashion, furniture and design objects from the personal collection of American actress Gwyneth Paltrow, in addition to rare archival designer pieces.

"Bold Luxury is an invitation to own the cultural markers that bridge high fashion and high-end living," said Martin Nolan, cofounder and executive director of [Julien's Auctions](#), in a statement.

"Gwyneth Paltrow defines modern luxury through a lens of elegant and curated design," Mr. Nolan said. "From the red carpet to the living room, her aesthetic is pure influence.

"By merging couture with interiors, Julien's is meeting the demand for lifestyle-led collecting where every piece tells a story."

Making an impact

Ms. Paltrow is partnering with Julien's Auctions on its first *Bold Luxury event* to feature home and furniture pieces. The sale also includes rare lots from maisons such as Valentino, Versace, Dior, Louis Vuitton and Giorgio Armani.

More than 500 pieces are counted among the curated edit. A portion of the proceeds will be donated to nonprofit World Central Kitchen, which provides meals for communities in crisis around the world; online bidding is now open on the [Julien's Auctions site](#).

Pieces span multiple decades, from the mid-1990s red carpet looks to mid-2010s formalwear. Highlights include a Lindsey Adelman Nine Globe Branching Bubble Chandelier, a pair of Modern Jean Royere Style Polar Bear Chairs, a 2005 35cm Herms Birkin Clemence Leather handbag and sketches of the actress's Ralph Lauren-designed outfit from the 1999 Academy Awards.

Julien's Auctions presents Bold Luxury

"I believe in the quiet beauty of objects that have lived a life before us in the meaning that gathers over time, and in the way a story can continue when something passes into new hands," said Ms. Paltrow, in a statement.

“With this spirit of nostalgia and renewal, I’ve curated a selection of pieces from my own life, hoping they’ll carry their history forward and take on new meaning for those who receive them,” she said. “I’m deeply honored that a generous portion of the proceeds will benefit [World Central Kitchen] and the brave, meaningful work they do.”

Secondhand fashion sales are entering a new era, as digital retail platform eBay recently acquired community-powered online marketplace Depop from online marketplace Etsy for \$1.2 billion ([see story](#)).

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