

PRIVATE SALES CHRISTIE'S

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At Your Service

with Lela Rose and Christie's Jewels



Pictured above: Selections from Lela Rose Bridal styled with Christie's Jewels.

New York—Christie's announces a creative partnership with Lela Rose to coincide with Bridal Fashion Week and the launch of Christie's Private Sales campaign, *At Your Service*. The partnership will run through the end of the summer and feature three bridal trends, launching with *The Modern Bride*, highlighting Spring 2022 looks from Lela Rose Bridal styled with Christie's Jewels. Christie's *At Your Service* provides clients with access to category specialists who utilize their extensive networks to source unique objects and works of art. You dream it, Christie's will find it. [Visit the Christie's online content feature to learn more.](#)

Neda Whitney, SVP, Head of Marketing for Christie's Americas, comments: "Christie's *At Your Service* provides clients with access to Christie's specialists to source one-of-a-kind objects available for immediate purchase. Showcasing pieces alongside designers such as Lela Rose help clients understand our versatility and multitude of occasions where Christie's can be of service. Christie's is the place to discover treasures with a story and what better than a wedding to find that heirloom piece to last a lifetime."

Lela Rose, fashion designer and founder of Lela Rose, remarks: "We are delighted to work with Christie's as the idea of modern heirlooms speaks perfectly to our brand. Lela Rose has always embraced the modern bride. On your wedding day you should be the most glamorous version of yourself. Our collections are about individuality and personal expression balanced with a sense of timelessness. At Lela, this could mean pantsuits and peplum tops to slim ethereal and pared-down dresses. Working with Christie's, we paired our bridal collection with jewelry styled in surprising ways; a brooch in a bouquet or styled in the bride's hair, colored gems, and jeweled headpieces. Classic looks with a touch of the unexpected."

Angelina Chen, Senior Specialist, Christie's Jewels, notes: "It has been a pleasure to partner with Lela Rose on bridal trends. For the *Modern Bride*, we sourced jewels with unique designs combined with contemporary styling. A multi-gem necklace worn down the back offers a touch of color for walking down the aisle. A tiara with removable stars makes for a surprising fashion moment. A classic Georgian bow brooch feels modern worn on a veil or pinned to a bouquet and a show-stopping yellow-diamond offers a unique and exceptional take on the traditional engagement ring. These are modern heirlooms that can be enjoyed after the wedding styled in endless ways. Lela's collections are all about individuality and personalization. With Christie's 'At Your Service' we are able to source and create custom jewelry to meet all our clients' needs – what could be more personal than that?"

AT YOUR SERVICE. YOU DREAM IT, CHRISTIE'S WILL FIND IT.

Visit our curated viewing rooms for [Art Deco](#) and [Bridal Jewels](#) or [contact us](#) for custom requests.
[Press images available here.](#)



MODERN HEIRLOOM

"Pinned to a veil or bouquet, brooches feel modern and add a touch of the unexpected."



COLORED GEMS

"Worn down the back, this multi-gem necklace accentuates the dress' silhouette and mirrors the palette of the bouquet."



CROWNING GLORY

"A surprising contemporary touch, the stars of this tiara are also removable and can be worn as brooches."

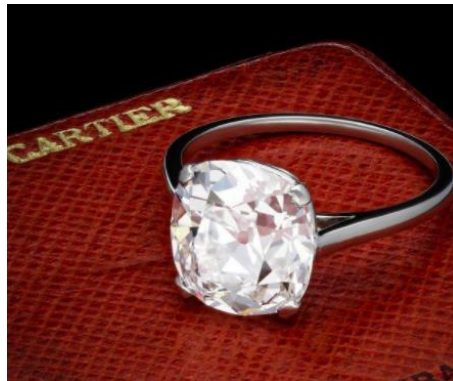
THE ROARING 20s.

SELECTIONS CURRENTLY AVAILABLE FOR PRIVATE SALE INCLUDE EXCEPTIONAL ART DECO PIECES.

Available for immediate purchase.



**Raymond Yard
Art Deco 'Tutti-Frutti' Diamond Clip**



**Cartier
Art Deco Diamond Ring**



**Art Deco
Sapphire and Diamond Earrings**



**Cusi
Art Deco Natural Pearl Earrings**



**Cartier
Art Deco Aquamarine and Diamond
Double Clip**



**Van Cleef & Arpels
Belle Epoque Diamond
Bow Brooch**

THE MODERN BRIDE.

CURATED SELECTION OF BRIDAL PRIVATE SALES JEWELS FEATURE A SPRING PALETTE OF COLORED DIAMONDS.
Available for immediate purchase.



Fancy Yellow Diamond Ring



Fancy Intense Yellow Diamond Ring



Fancy Coloured Diamond Earrings



Octagonal Diamond Earrings



Diamond Necklace



Fancy Intense Yellowish Green Diamond Ring

Visit [Lela Rose](#) to learn more about the [bridal line](#). Appointments in the New York atelier open on April 24.
For inquiries about Lela Rose Bridal: bridal@lelarose.com

Visit Christie's curated viewing rooms for [Art Deco](#) and [Bridal Jewels](#).
For inquiries about Christie's Private Sales Jewels: psjewels@christies.com

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About Lela Rose:

Lela Rose, the New York City-based, American fashion designer and author widely regarded for her elegant aesthetic and fresh point of view, continues to redefine a sophisticated, yet modern lifestyle with her expanded, designer ready-to-wear-offering. Formally trained as

a painter and sculptor prior to pursuing fashion design, Rose employs a brilliant use of color, rich fabrications, sculptural silhouettes and handcrafted details. Her artistic background is evident in her work and adds unexpected dimension and breadth to each season's collection. Today, her eponymous collection spans a complete range of modern designer separates for day to occasion – including dresses, coats, jackets, tops, skirts, pants and knits – exuding casual luxury and refinement. In addition to the ready-to-wear offering, the Lela Rose bridal collection is an exquisitely designed offering of bridal gowns in sculptural silhouettes and luxe, flattering fabrications, and complementary accessories. In 2018, Rose launched Pearl by Lela Rose, a ready-to-wear clothing line that is designed for life's every day occasions. The collection is sold direct to consumer online as well as by a network of 80+ independent Pearl Stylists. Lela Rose, Lela Rose Bridal, and Pearl by Lela Rose share offices in New York City's Garment District.

About Christie's

Christie's is a name and place that speaks of extraordinary art, unparalleled service and international expertise. Founded in 1766 by James Christie, Christie's has conducted the greatest and most celebrated auctions through the centuries providing a popular showcase for the unique and the beautiful. Christie's offers around 350 auctions annually in over 80 categories, including all areas of fine and decorative arts, jewellery, photographs, collectibles, wine, and more. Prices range from \$200 to over \$100 million. Christie's also has a long and successful history conducting Private Sales for clients and online sales are offered year-round across all categories. Christie's global presence is spread across a network of international salerooms and 61 representatives and offices. Christies.com provides detailed articles and videos on the objects offered for sale alongside the latest advances in digital viewing tools to make Christie's accessible to all.

**Please note when quoting estimates above that other fees will apply in addition to the hammer price - see Section D of the Conditions of Sale at the back of the sale catalogue.*

**Estimates do not include buyer's premium. Sales totals are hammer price plus buyer's premium and are reported net of applicable fees.*

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Images available on request

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