

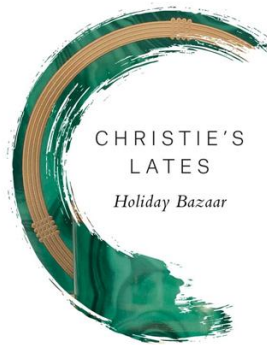
CHRISTIE'S

MEDIA ALERT | FOR IMMEDIATE RELEASE | 27 NOVEMBER 2018

CHRISTIE'S NEW YORK x *VOGUE ITALIA* PARTNER FOR THE PROTAGONIST

EXHIBITION: DECEMBER 10-13
EVENT: DECEMBER 10 FROM 6-8PM

New York, NY — Christie's New York Jewelry Department announces its partnership with *Vogue Italia* in hosting this year's exhibition of The Protagonist jewelry collection with an event on December 10 and exhibition to run from December 10-13.



New York, Monday, December 10
Featuring The Protagonist curated by *Vogue Italia*. Fourteen fine jewelry designers unveil innovative designs using sustainable materials.

The Protagonist, previously known as the US Protagonists, began in 2014 curated by *Vogue Gioiello* as a showcase of the very best of American jewelry design. It has since been adopted by *Vogue Italia* who annually organizes a selection of pieces by international contemporary jewelry designers.

The 2018 exhibition features jewelry designs by Alexandra Mor, the newly named Creative Director for The Protagonist, Moritz Glik, Yewn, Irthly, K. Brunini Jewels, John Hardy, Ana Katarina, Assael, Tamara Comolli, Sylva & Cie., Dana Bronfman, Alessio Boschi, Shamballa, and Daria de Koning. The selection is designed with sustainable materials including an array of natural (non-synthetic) and ethically mined, and/or recycled gemstones and precious metals, reclaimed wood, and botanical alternatives to materials such as leather and ivory. The exhibition aims to share that fine jewelry design can lead the way to better industry practices and more environmentally friendly materials without compromising the beauty, elegance, or quality of the pieces they create for serious connoisseurs.

The Protagonist jewelry collections will be unveiled at on December 10th from 6-8pm as part of a Christie's Lates event. Christie's Lates are curated evenings which aim to bring art to life and inspire conversation, showcasing highlights from upcoming auctions alongside interactive activities. The event will be open to the press, stylists, buyers, and industry luminaries, top fine art and jewelry collectors.

The December 10 event will kick-off a four-day public preview and selling exhibition from Dec 10-13th at Christie's Rockefeller Center galleries. In keeping with the organization's dedication to ecological stewardship, 10% of all proceeds from sales will go to [Space for Giants](#), a non-profit organization committed to the conservation of natural habitats of large African mammals, including elephants.

The full collection will be available for purchase on the sustainable luxury e-commerce site, [Fashionkind.com](#) following the Christie's event.

About The Protagonist:

The Protagonists (previously known as the US Protagonists when it was curated by former fine jewelry industry magazine Vogue Gioiello) began in 2014 as a showcase of the very best of American design. It has since been adopted by Vogue Italia as the magazine's unique selection of contemporary designers shaking the international fine jewelry scene – a veritable “who's who” of renegade artists.

About Space For Giants:

10% of the proceeds from the Protagonist sales will go to Space For Giants, an international conservation organization that protects the great wildlife landscapes that Africa's wildlife needs to thrive. Space for Giants believes habitat loss is not only a conservation crisis. It is also a human crisis. The loss of habitat created by growing economies and increasing populations also too often has devastating effects on human welfare and on economies in the long-term. When managed correctly, habitat and wildlife are critical resources that contributes to the economic, social and health viability of communities, nations and the planet.

About Alexandra Mor:

Alexandra Mor launched her first collection in 2010 and has steadily grown her business through her Signature Collections and Bespoke service. In 2017, Alexandra took a step back from the frenetic pace of New York City and moved her life and practice to Bali, Indonesia. It was there that Alexandra discovered the tagua seed, the botanical equivalent to elephant ivory. She incorporated the tagua into a high jewelry collection in hopes of redirecting the demand from the harmful use of elephant ivory to that of the renewable tagua. Later that year Alexandra successfully proposed the tagua seed for Vogue Italia's annual US Protagonist Event, and in doing so, she help position the tagua seed as a luxury material on a larger scale. Currently, Alexandra is applying 3-D printing technology to her Tagua seeds collection in an effort to step beyond the tagua's only limitation, its size. Alexandra Mor has spoken about her approach to sustainability at conferences worldwide and hopes to inspire a change of thought and practice. Notable appointments and awards include Fashion Group International's Rising Star Award 2013, inclusion in the comprehensive survey, Women Jewellery Designers by Juliet de La Rochefoucauld, published by ACC Publishing, Positive Luxury's Butterfly Mark, and Town & Country's Innovator of the Year 2018.

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About Christie's

Christie's, the world's leading art business, had global auction, private and digital sales in the first half of 2018 that totalled £2.97 billion / \$4.04 billion. Christie's is a name and place that speaks of extraordinary art, unparalleled service and international expertise. 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 its clients in all categories, with emphasis on Post-War & Contemporary, Impressionist & Modern, Old Masters and Jewellery.

Alongside regular sales online, Christie's has a global presence in 46 countries, with 10 salerooms around the world including in London, New York, Paris, Geneva, Milan, Amsterdam, Dubai, Zürich, Hong Kong, and Shanghai.

**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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