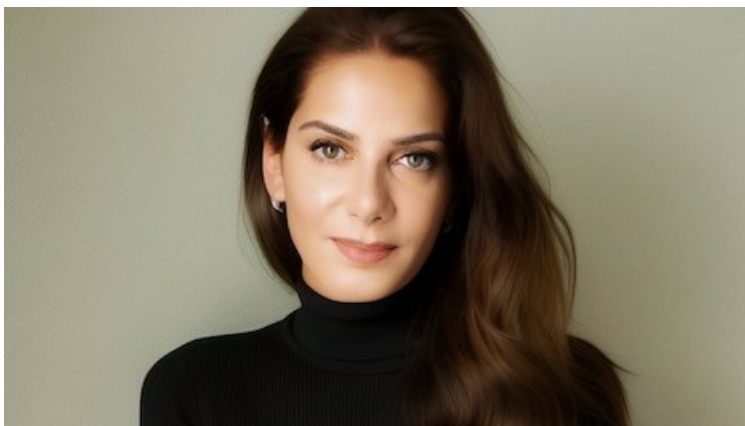


COMMERCE

Chabi Nouri steps in at Bonhams as global CEO

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Chabi Nouri spent a decade leading teams at French jewelry maison Cartier and seven years at the helm of Swiss jeweler Piaget as CEO. Image credit: Bonhams

By AMIRAH KEATON

Auction house Bonhams has a new leader.

Effective October 2024, Chabi Nouri steps in as CEO of the company. With a decade leading teams at French jewelry maison Cartier and seven years spent at the helm of Swiss jeweler Piaget under her belt, the Richemont alum moves to the auction house with a focus on digital innovation and strategic expansion.

"It is a great pleasure and privilege to welcome Chabi Nouri to Bonhams. Her experience and qualities make Chabi a perfect fit for the company," said Hans-Kristian Hoejsgaard, executive chairman at **Bonhams**, in a statement.

"Having served as a CEO of a leading luxury company, and in her most recent role as a co-manager of a private equity fund, Chabi has proven abilities as a strong brand-builder, and for digital innovation," Mr. Hoejsgaard said. "Her background in luxury also brings valuable experience and insight to one of the most important categories at Bonhams."

Innovation and expansion

Ms. Nouri, who brings a wealth of experience from the luxury and retail sectors, will be based at Bonhams' headquarters on New Bond Street in London and will oversee global operations.

The appointment signals a strategic move for Bonhams as it continues to emphasize innovation and digital expansion.



Bonhams' headquarters is at 101 New Bond Street. Image credit: Bonhams

The Swiss-born executive previously served as CEO of Piaget, where she made significant strides in brand building and digital engagement. Following her tenure at the heritage label, Ms. Nouri joined international banking and financial player Mirabaud Group as a private equity partner in 2022.

After graduating from Fribourg University in Switzerland, her career in luxury began at Cartier. With Ms. Nouri at the helm, Bonhams is poised to further solidify its position in the global auction industry.

In 2020, Bonhams appointed Mr. Hoejsgaard chairman, succeeding Bruno Vinciguerra, the auction house's former global CEO ([see story](#)).