

TRAVEL AND HOSPITALITY

Marriott International, Sotheby's introduce Iconic Pieces. Extraordinary Experiences.'

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The hospitality group, together with the auction house, is launching a series of biddable, once-in-a-lifetime itineraries that marry travel, art, fashion and fine goods. Image courtesy of Marriott International

By LUXURY DAILY NEWS SERVICE

Hospitality group Marriott International, owner of brands such as the Ritz-Carlton, St. Regis and the Luxury Collection, is seeking to set a new standard in VIP relations.

Launched on Sept. 5, a new alliance unites Luxury Group by Marriott International's five-star properties with treasures from auction house Sotheby's, delivering bespoke travel experiences centered around rare collectibles to guests. The curated series of exclusive itineraries kicks off with **Whiskey Reverie: Presented by The Ritz-Carlton** and **Alexander McQueen Discovery: Presented by EDITION**.

"There is an incredible synergy between the Luxury Group and Sotheby's as both are underpinned by a similar passion for pioneering transformative offerings that tap into the diverse cultural passions of our clientele," said George Hammer, global head of luxury marketing at **Marriott International**, in a statement.

"We have always believed hospitality to be an art in and of itself, challenging us to reimagine the ways we engage with our guests," Mr. Hammer said. "By blurring the lines between tangible and intangible luxuries, Iconic Pieces. Extraordinary Experiences.' will continue to converge the two worlds."

"Iconic Pieces. Extraordinary Experiences."

The hospitality group, together with the auction house, is launching a series of biddable, once-in-a-lifetime activities that marry travel, art, apparel and fine goods.

Inspired by Sotheby's auctions ([see story](#)), the program will allow guests to explore everything from fashion and jewelry to watches, wines and spirits.

"We are thrilled to embark on this new journey with the Luxury Group by Marriott International, uniting two iconic brands in the world of luxury," said Elonore Dethier, global head of partnerships at **Sotheby's**, in a statement.

"By merging Sotheby's renowned expertise in curating extraordinary collectibles with the Luxury Group's world-class hospitality, we are setting a new standard for luxury experiences," Ms. Dethier said. "This collaboration not only highlights our passion for innovation, but also celebrates the intersection of luxury, culture and hospitality, offering connoisseurs a unique opportunity to

engage with Sotheby's in an entirely new and immersive way."



The introduction of "Iconic Pieces. Extraordinary Experiences." marks the first time Sotheby's has auctioned off travel experiences through the platform. Image courtesy of Marriott International

The partnership also includes intimate masterclasses hosted at some of the Luxury Group's most iconic properties. The first, Whiskey & Watches, will take place at the Ritz-Carlton New York, NoMad, where guests will receive an exclusive preview of rare whiskies and luxury timepieces "before they go under the hammer."

Another masterclass, focused on high jewelry, will be held within St. Regis New York's Presidential Suite, hosting members of the exclusive Vogue100 community.

A standout feature of the collaboration is Sotheby's Sealed platform, where collectors can bid for these curated experiences online, blending the privacy of a traditional sale with the competitive spirit of an auction; the launch marks the first time Sotheby's has auctioned off travel experiences through the platform.

Interested parties can follow Sotheby's [blog](#) for "Iconic Pieces. Extraordinary Experiences." updates.

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