

## Brands see art fairs as a unique opportunity

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**CATEGORY:**

ARTICLE

**CLIENT TYPES:**

ART AND CULTURAL INSTITUTIONS

BRANDS

LUXURY ASSETS



Leading art fairs, such as Art Basel Miami, Armory and Frieze, historically focused on attracting high net worth collectors as fair guests. This prompted luxury fashion brands such as Chanel, Prada and Fendi to start planning their own marketing events and initiatives to host these high net worth collectors during the art fairs. In recent years, in addition to high net worth collectors, there has been an increasing number of fashion and lifestyle influencers in attendance at art fairs. This has further propelled luxury brands to view art fairs as exciting marketing opportunities. From travel themed parties hosted by Pantone and Tribute Portfolio Hotel to a beachside performance by Young Thug hosted by Perrier-Jouët at Art Basel Miami, brands are becoming more active than ever at finding synergies amongst the art fair circuit.


Click here to read details as reported by Forbes: <https://www.forbes.com/sites/raewitte/2019/01/09/why-brands-are-betting-on-the-art-world/#4a87468a454a>

# Authors

Diana Wierbicki

PARTNER | NEW YORK

Art law


 +1 212 848 9857

 [diana.wierbicki@withersworldwide.com](mailto:diana.wierbicki@withersworldwide.com)

Giulia Cipollini

PARTNER | MILAN

Private client and tax

 +39 02 8821 4222

 [giulia.cipollini@withersworldwide.com](mailto:giulia.cipollini@withersworldwide.com)