

JEWELLERY SALES SHOW EXCITING PROMISE



Philips Auctions has been buoyed by the auction results for its most recent jewellery sale when a gold emerald and diamond ring that sold for \$21,350 was typical of the high prices achieved for many of the items. "It's the best jewellery auction we have ever had," said resident gemmologist Tanya Philips. "This appears to be in response to our deliberate policy to reduce the number of lots on offer so that we can better showcase and highlight the pieces for sale."

The ploy seems to have created greater interest in the past 12 months. As Phillips allocated more man hours to developing the client base it has encouraged vendors with better quality jewellery items to come forward. "Buyers feel like they are now being offered a more considered selection and sellers believe that their items are being more carefully chosen to be part of the sale," Tanya said.

The reduction in item numbers of some 25 per cent for each auction has enabled Tanya to spend more time with individual vendors to provide a more personalised advisory and selection service. "We are not an international firm governed by international trends so we can focus more on the personal side of business to achieve the right results for our clients," she said.

The latest sale featured several other noteworthy results including the successful auctioning of a 60-carat strand of Tahitian pearls for \$8650.

A three-carat 1940s diamond ring sold for \$12,694 and a ladies vintage Omega 18-carat gold and diamond cocktail watch



for \$1270 on an estimate of \$450.

"There are not many watches produced today that, like those of the 1930s, have an aesthetic quality and jewellery feel to them," Tanya said.

The antique furniture and collectibles auction sale also was successful with all of the late William Meinhardt collection selling above catalogue estimates.



A 19th century Australian cedar desk sold for \$3577 on an estimate of \$800-\$1200 and works by artists like Donald Friend attracted a lot of interest.



The oriental section was the subject of frenetic bidding with a pair of Chinese terracotta female figures and a Chinese terracotta horse from the Tang dynasty each selling for \$4616.



CRANCORP JEWELLERY STOCK A SAVOURY OFFER

Philips next auction July 29-30 will feature the entire jewellery stock of Queensland firm Crancorp owned by Joe Hayden. Now in his late 70s and well known in the trade for more than 50 years, Joe has decided to call it quits and as a result all new set pieces, loose stone and inset mounts will be on offer.

Viewing from Tuesday July 24 to Monday July 30.

