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Sotheby’s to open wine shop and lounge in Hong Kong Maison after record auction success

New venue aims to attract younger collectors and expand luxury retail experience with tastings, masterclasses, and social events

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Sotheby’s has announced plans to open a dedicated wine shop and lounge in its Hong Kong Maison, located in the Landmark Chater building. The move follows the success of its first live wine auction at the new flagship space, which took place on March 30 and 31. The auction, called The Connoisseur’s Cellar, was held in a ground-floor area known as “the grotto,” which was transformed into a venue combining advanced technology with round tables for tastings. The event exceeded sales expectations, with the top lot—12 bottles of Richebourg 2007 Domaine Leroy Côte de Nuits Grand Cru—selling for HK$625,000, above its low estimate.

George Lacey, director and head of wine for Asia at Sotheby’s, said the event marked the company’s largest single-owner auction in Asia to date. He described the Maison’s atmosphere as “cathedral-like” and well-suited for showcasing fine wine, art, and collectibles. The 24,000 square foot Maison opened in July 2024 in a space formerly occupied by Armani’s flagship stores. It serves as Sotheby’s public face in Hong Kong while its new headquarters are based at Six Pacific Place in Wanchai.

The Maison is strategically located on a busy pedestrian route in Hong Kong’s financial district, attracting visitors who might not otherwise enter an auction house. According to Lacey, the accessible retail environment has helped draw new clients to Sotheby’s. Since opening, the Maison has welcomed around half a million visitors. Many first-time clients enter through the retail space, make initial purchases such as paintings or luxury goods, and later participate in auctions.

The upcoming wine shop and lounge will occupy a first-floor area previously used by Emporio Armani. Designed by architecture firm MVDRV, it is expected to open later this year and will feature a contemporary design that aligns with Sotheby’s brand image. The space will include a tasting lounge where visitors can enjoy wine after work or during shopping trips. Lacey noted that this will be Sotheby’s first permanent wine appreciation venue in Hong Kong, following years of hosting only occasional pop-up events.

The new lounge aims to serve as both a social hub and an educational platform. Sotheby’s plans to host tastings and masterclasses in an intimate setting designed to appeal to younger consumers. Lacey pointed out that 32% of Sotheby’s bidders in Hong Kong are under 40 years old—the highest percentage among all its global locations. He believes that retail spaces are key entry points for younger generations interested in luxury categories.

Sotheby’s also intends to expand its Maison concept internationally, with new locations planned for the Breuer Building on Madison Avenue in New York City and on Rue du Faubourg Saint-Honoré in Paris. In Hong Kong, Lacey is preparing for up to five live and 14 online wine auctions each year. He emphasized that Sotheby’s client base often includes individuals with interests across multiple luxury categories such as wine, art,

and jewelry.

The addition of the wine shop and lounge is seen as the final element of the Maison project in Hong Kong. It is designed to strengthen Sotheby’s presence in the city and provide a welcoming environment for both seasoned collectors and newcomers interested in fine wine and spirits.