

# PENELOPE'S

## PRESS RELEASE

October 2024

# PENELOPE'S

## FASHION AUCTIONS FOR ALL

The new PENELOPE'S house is revolutionising auctions.  
Its heart beats only for Fashion.  
Fashion pampered. Fashion told. Fashion reinterpreted.  
Fashion deployed. Fashion empowered...



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# PENELOPE'S

Founded by Pénélope Blanckaert, expert and curator for auction houses for 20 years.

PENELOPE'S offers an exclusive selection dedicated to the arts of fashion: ready-to-wear & haute-couture, iconic bags & accessories, costume jewellery, watches, documentation, photographs or limited edition objects.



PENELOPE'S is aimed at fashion lovers, collectors and institutions, as well as all those who enjoy second-hand shopping.

On the PENELOPE'S website, you can explore, discover and learn. Fashion is a playground that stimulates personal expression.



# PENELOPE'S

## GOOD STYLE

PENELOPE'S offers an eclectic selection of themed sales, curated to reflect the spirit of the times.

What are its favourite inspirations? Legendary luxury houses, iconic designers from past decades, forgotten talents, and authentic everyday brands.

## GOOD DEAL

At PENELOPE'S, prices are set by supply and demand at the moment the hammer falls, with the guarantee of rigorous authentication and precise appraisal.

Here, the difference between an everyday item of clothing bought for €80, a Kelly that fetched €5,000 and a metallic Paco Rabanne dress from the 1960s sold €100,000 is a matter of course.

## GOOD VIBES

With style as the dominant means of expression for new generations and the democratisation of auctions inevitable, what could be more obvious than to inaugurate PENELOPE'S today? A tailor-made showcase to celebrate fashion from every angle. Here, fashion is a playground on which everyone can play by their own rules.



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**PENELOPE'S organises themed auctions throughout the year, directly accessible from its website in collaboration with the Drouot platform.**

## CALENDAR OF UPCOMING SALES

**FASHION MAGAZINES OF THE 20th CENTURY  
27 SEPTEMBER/7 OCTOBER 2024**

**CHANEL VINTAGE #1  
11/21 OCTOBER 2024**

**YVES SAINT LAURENT VINTAGE #1  
25 OCTOBER/4 NOVEMBER 2024**

**PRADA & MIU MIU VINTAGE #1  
8/18 NOVEMBER 2024**

**PARIS VINTAGE #1  
22 NOVEMBER/2 DECEMBER 2024**

**GIANFRANCO FERRE  
24 JANUARY/3 FEBRUARY 2025**



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## AUCTION YOUR FASHION

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[www.penelopesauction.com](http://www.penelopesauction.com)

# PENELOPE'S

ONCE UPON A TIME  
PENELOPE'S ...



Against a backdrop of unprecedented expansion in **the secondary market**, Pénélope Blanckaert, an **expert** and **curator** of 20th and 21st century fashion for almost twenty years, has come up with **PENELOPE'S**, a **hybrid auction house of a new kind**, elevating **Fashion** to the level of Art and celebrating creative richness and diversity.

Initiating new stylistic dialogues, Pénélope takes the liberty of combining **heritage**, **vintage** and **contemporary** in her editorial sales, with, as a counterpoint, a sensitivity to the ethical meaning of this circular economy without added production.

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## PÉNÉLOPE BLANCKAERT



Passionate about fashion and art, Pénélope spent her childhood running round galleries and museums and grew up surrounded by works of art collected by her father who had an instinctive flair. Her love of clothes started from an early age as she frantically leafed through *La Redoute* or *Les 3 Suisses*, (French mail-order catalogues) with a magazine in one hand and a calculator in the other, already imagining what her future outfits would look like. As a little girl frustrated with the navy-blue *Bonpoint* culottes and *Start Rite* children's shoes that her mother insisted she wore, she used her teenage years to test out some more questionable styles – a rite of passage that fortuitously taught her the power of clothing – realising that how one dresses, functionality aside, can help self-confidence. Perhaps clothes do shape personality? Pénélope knew exactly what she wanted. Fashion would be her playground.



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After studying at ESSEC BBA, a French business school, and spending time at Martine Leherpeur's trend forecasting agency, Pénélope enrolled at l'Institut Français de la Mode, the French fashion institute, consolidating her chosen route. Auctions happened to come her way during an internship at Yves Saint Laurent, just at the end of her studies, when the house staged a major sale of 1970s and 1980s fashion. Pénélope then discovered the world of the renowned Hôtel Drouot, and its Parisian salerooms, gaining expertise by working alongside Dominique Chombert and Françoise Sternbach before launching her own business in 2008. A few years later François Tajan asked her to set up the department called *Fashion Art and Hermès Vintage* at Artcurial auction house which she managed until 2019, leaving to continue as an independent expert.



Internet had changed the landscape considerably and provided new opportunities enabling Pénélope to cast an innovative look at this profession via iconographic research and where visual imagery takes pride of place. Pénélope innovated by introducing more recent items to the sales that had hitherto been the domain of haute couture. By sorting through the recent past to pay tribute to the forgotten great names in fashion and focusing on outsiders that were not yet popular, Pénélope catapulted the Japanese and other designers from the 1980s into the auction world.

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This somewhat risky debut turned out to be visionary, as the items previously seen as too contemporary, would go on to earn their stripes and their place in the annals of fashion history.

Pénélope expanded her appeal to a larger audience, unaccustomed to second-hand clothing. In addition to valuations, descriptions and putting the clothes in context, she curates them to make them relevant to the present, modernising the outdated by juxtaposing it with today's basics, mixing decades and designers, textures and colours. Pénélope provides a background to the clothing and recounts untold stories. She perceives the clothes as pieces of the whole composition, guiding interpretation, encouraging expression of one's personality and changing the perception of vintage with her imaginative style thereby helping to broaden the appeal of auction sales.

As a logical step in her career-path, with fashion and auctions under her belt, Pénélope Blanckaert has provided the fashion arts with a dedicated stage, stamping it with her unique sense of aesthetics and providing the tools it deserves to enhance its profile. As an expert in 20th and 21st century fashion for almost 20 years she has created PENELOPE'S, a new type of composite house celebrating diversity and the richness of creative design.

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## HOW DO YOU REINVENT WHAT'S NEW ?



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As a lover of fashion, convinced of the immortality of the past, she can recount the stories behind old and vintage clothing, navigating the present and contributing to the preservation and conversion of existing heritage. Museum pieces, ready-to-wear and haute couture can be found alongside accessories, trinkets, costume jewellery, watches, documentation, illustrations and photographs as well as collectors' items, household linens and clothing prior to the twentieth century. A bridge is built linking the past - contextualization and history - the present - dressing and image making - and the future - rediscovery of forgotten designers and a reappropriation of the outdated by new generations. The outmoded clearly never stops inspiring budding artists. A self- fulfilling circle and cycle as the embers of the past nourish new tomorrows.



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As well as offering a range of rare items, PENELOPE'S is not limited by pricing criteria or important brands, but religiously prioritizes style as the point of entry. With curation and an eye for detail, Pénélope adds her own unique value and playful style to the selected items - **GOOD STYLE**. So what about value? The second-hand market is not very structured, full of pitfalls and prices are fixed according to supply and demand at the moment the auctioneer's hammer falls - **GOOD DEAL**. Style and quality can be found easily and unpretentiously at affordable prices making elite pieces more freely available. Iconic items can be combined with more unusual pieces and humour and lightness abound. PENELOPE'S takes the leap and presents items that can range from everyday garments or handbags estimated at 200 euros, to a Kelly bag at 5000 euros or a Paco Rabanne metallic dress at 100,000 euros. Fashion becomes a playground and should remain so - **GOOD VIBES**.





# PENELOPE'S

## A BRIEF HISTORY OF FAHION AT AUCTION



Since the auctions of ancient Rome to the era of digital sales of the 2020s, from those of the Middle Ages and the state auctioneers of pre-revolutionary France, auctions have forged their own history over the centuries. In the 18th century the profession of expert auctioneer evolved alongside the sales of some of the greatest French collections. This person was responsible for dating, putting into context, but above all, authenticating each work of art. Paris became a leader in the world of auctioneering with the inauguration of the Hôtel Drouot in 1852, a unique institution in the world, the hub of this dynamic market to which everybody gravitated. The City of Light henceforth became the standard bearer inextricably linked with auction culture.

Slowly but surely fashion found its way and meandered into the realms of the second-hand market. Françoise Auguet initiated the couture sales at the Drouot salerooms which gradually included listings for jewellery, accessories and historic clothing.

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These exceptional heritage articles, primarily destined to be preserved and acquired by museums, collectors and subsequently by fashion houses keen to reconstitute their heritage, were joined over the years by their younger siblings, known as “vintage” clothing, to be worn by a private clientele. While museum pieces can attain prices today which can match the prices for works of art, the democratization of the experience of purchasing clothes and accessories at auction has encouraged a wider range of buyers. It has also provided digital tools no longer requiring one’s physical presence in the saleroom, which can potentially be intimidating and enables an eclectic and cosmopolitan audience to join the bidding arena.

A wider market prevails, but one which is also very popular because of the singular and addictive ritual of bidding at auction. There is an adrenalin rush as the bids increase and the desired item is finally purchased by the winning bidder.

The growing awareness of the urgent need to consume differently, further amplifies the enthusiasm for second-hand items, which are no longer the preserve of a few specialist shops but which are invading community platforms, online sites and auction room catalogues.



Auctions are all the rage and the second-hand market is growing apace, stepping up its game to keep in tune with the times. Internet has revolutionised the status quo. The online market is going from strength to strength, spurred on by the growth in digital. The customers are more diverse, luxury and fashion have resolutely found their lasting and legitimate presence in the land of auctioneering. Fashion at auctions is in fashion!

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