

# The 1stDibs Luxury E-Commerce Report

2021



1<sup>st</sup>DIBS

# The 1stDibs Luxury E-Commerce Report

A first-time report with years of exclusive data from 1stDibs that reveals  
how today's consumers are buying high-end designs online

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When we started 1stDibs 21 years ago, our original vision was to bring the discovery of the Paris flea markets online. Today, we have over 4,200 hand-selected sellers of the finest vintage, antique and contemporary furniture, home décor, art, jewelry, watches and fashion from all over the globe. Our platform has made it possible for them to reach audiences they could never have imagined, and for our customers to find beauty, inspiration and incredible design no matter where they live.

In honor of 1stDibs celebrating our 21st anniversary in 2021, it's my pleasure to be able to share with you a snapshot of the most important trends we're currently seeing in the marketplace — what people are looking for, what they're buying and what seems to be catching the eye and capturing the hearts of the most sophisticated customers all over the world. We hope this report will keep you in tune with the shifting tastes and interests in the marketplace, inspire discovery and offer insight into sales trends.

As always, we're proud to be able to connect lovers of great design to the most beautiful things on earth.

My best,

A handwritten signature in black ink, appearing to read 'David', with a stylized, cursive script.

David Rosenblatt

CEO

1stDibs

# Sales Overview

The growing number of annual sales year after year demonstrates that people are increasingly making their purchases online, sight unseen.

## Gross Merchandise Value (GMV)

Q1 & Q2 2021

~\$221,066,000

2020

~\$342,586,000

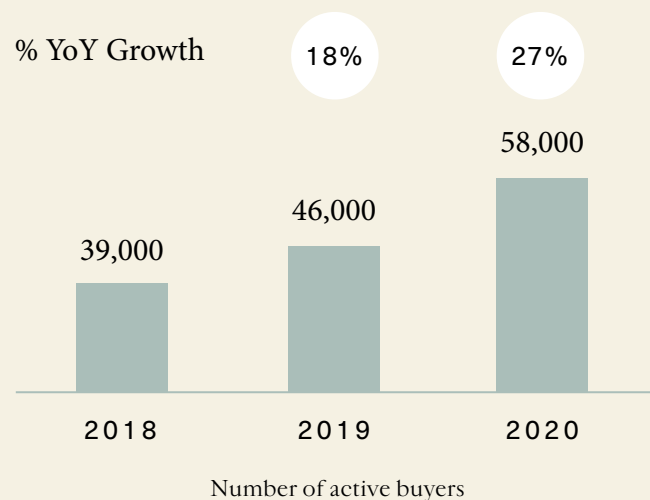
(+23% YoY)

2019

~\$279,010,000

## The Luxury Buyer Segment is Growing

The market for high-end offerings continues to trend upward as the buyer base of qualified shoppers expands. In 2020, new 1stDibs active buyers increased 27% over 2019.



# Top Selling Items



Salvador Dalí,  
*Les Yeux Fleuris*, 1944  
\$1,400,000



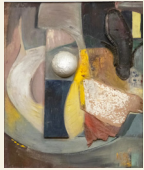
Van Cleef & Arpels  
Coral Set, 1970s  
\$400,000



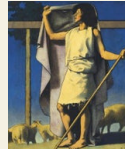
Van Cleef & Arpels  
Bracelet, 1930s  
\$985,000



Keith Haring,  
*RETROSPECT*, 1989  
\$395,000



Kurt Schwitters, (*Merzbild Mit Schuhsohle*)/*Untitled (Merz Picture with Shoe Sole)*, 1945  
\$900,000



Maxfield Parrish,  
*Shepherd with Purple Robe*, 1899  
\$350,000



Crocodile Fossil,  
50 Million Years Old  
\$880,000



Carolina Herrera Pearl & Emerald  
Necklace, 1990s  
\$460,416



Damien Hirst, *In Love*, 2008  
\$825,000



Diamond Engagement Ring, 2020  
\$490,000



John Brevard Custom  
Solid Zinc Dining Table  
\$715,000



Van Cleef & Arpels Diamond  
Necklace, 20th Century  
\$445,000



Art Deco Diamond  
Engagement Ring, 1930s  
\$650,000



Graff Diamond & Platinum  
Choker, 1980  
\$385,000



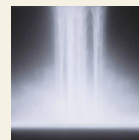
Norman Rockwell,  
*The Welder*, 1921  
\$695,000



Camille Pissarro,  
*Paysanne Tricotant*, ca. 1881-83  
\$325,000



Old Mine Cut Diamond  
Rivière Necklace, 2019  
\$440,000



Hiroshi Senju,  
*Waterfall*, 2012  
\$270,000



George Nakashima Dining Table  
and Chairs, 1980s  
\$450,000



Van Cleef & Arpels  
Snowflake Necklace, 2018  
\$450,000

Prices shown as list prices



# Top Sales Day of 2021 To-Date



Salvador Dalí,  
*Les Yeux Fleuris*, 1944  
\$1,400,000



Yayoi Kusama,  
*Spirit of Glasses*, 1975  
\$185,000



Paul Evans  
Brutalist Dining Chairs  
(Set of 8), 1970s  
\$82,000

Items shown are a selective representation of items sold that day. Prices shown as list prices

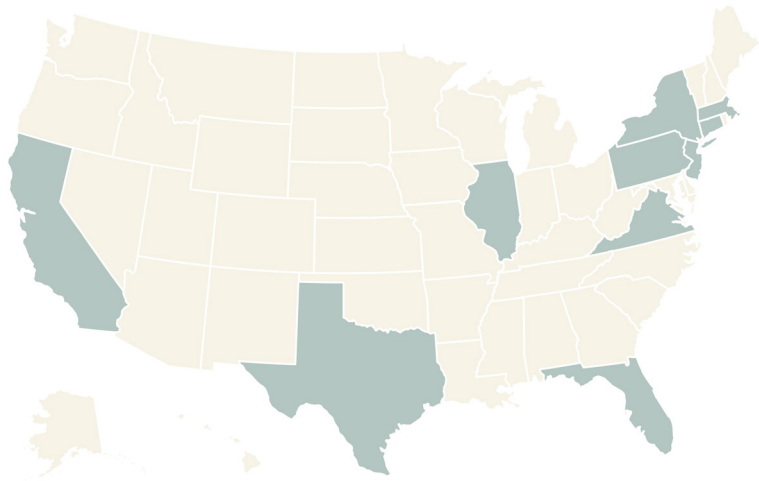
# Buyers

As an online marketplace, we attract customers from all over the world.

As of December 31, 2020, 81% of buyers are based in the United States and 19% of buyers are based internationally

Top 10 states where our U.S. buyers are based:

- [1] CALIFORNIA
- [2] NEW YORK
- [3] TEXAS
- [4] FLORIDA
- [5] ILLINOIS
- [6] MASSACHUSETTS
- [7] NEW JERSEY
- [8] PENNSYLVANIA
- [9] CONNECTICUT
- [10] VIRGINIA



Distinct buyer count by shipping address

The other 19% of buyers are from:

- [1] UNITED KINGDOM
- [2] AUSTRALIA
- [3] CANADA
- [4] FRANCE
- [5] GERMANY
- [6] ITALY
- [7] SWITZERLAND
- [8] HONG KONG
- [9] NETHERLANDS
- [10] SPAIN

## International Insights

Shoppers in our top two markets take slightly different approaches to sourcing on 1stDibs. U.S. buyers purchase more New & Custom items, whereas U.K. buyers purchase mostly Vintage & Antique furniture. Within the furniture category — our largest segment — we see a higher volume of sales from interior designers in the U.S. than in the U.K.

# Sellers

We represent over 4,200 sellers, each one with a digital storefront to sell their inventory. Here are some of the most noteworthy insights from our seller partners.

1stDibs was founded in 2000 as a way to bring the mystique and eclecticism of the Paris flea markets online. Here's a selection of our original sellers that are still selling on 1stDibs.



Rooms and  
Gardens, Inc.



John Salibello  
Bridgehampton



Mantiques Modern



Donzella Ltd.



145 Antiques



Lobel Modern, Inc



Maison Gerard



lastcentury



Objectiques



Liz O'Brien

We've evolved over time. 21 years ago, we were completely focused on the Vintage & Antiques segment. Since then, we've expanded into other categories, including art, jewelry, contemporary furniture, and most recently, NFTs. Today, more than 60% of our sellers are outside of the Vintage & Antiques categories.

## Top 10 Seller Locations

(in order of active seller count)

- |                 |              |
|-----------------|--------------|
| [1] NEW YORK    | [6] MILAN    |
| [2] LONDON      | [7] MIAMI    |
| [3] LOS ANGELES | [8] CHICAGO  |
| [4] BROOKLYN    | [9] DALLAS   |
| [5] PARIS       | [10] HOUSTON |



# Furnishings

Our largest category is furniture, and it includes an array of Vintage & Antique pieces as well as New & Custom designs. We help shoppers transform their interiors with extraordinary furniture, lighting, rugs, decorative objects, art and more. Our top-selling items include a mix of iconic mid-century designs and bold, contemporary creations — which suggests the range of tastes we welcome.

## All-Time Top Furniture Sale



John Brevard Custom  
Solid Zinc Dining Table

Listed at \$715,000

## Top 5 Iconic Designs in 2020



[1]

Faye Toogood  
Roly Poly  
Armchair



[2]

Charles and  
Ray Eames  
Soft Pad Group



[3]

Isamu Noguchi  
Akari Light  
Sculpture



[4]

Ettore Sottsass  
Ultrafragola  
Mirror



[5]

Charlotte  
Perriand CP-1  
Wall Lights

As measured by orders

# Furnishings

VINTAGE & ANTIQUES, NEW & CUSTOM

## Top 10 Item Searches in 2020



[1] Desk



[2] Mirror



[3] Sofa



[4] Bench



[5] Console



[6] Bar Stools



[7] Rugs



[8] Dining Chairs



[9] Coffee Tables



[10] Daybed

## Top 10 Creator Searches in 2020



[1] Charles & Ray Eames



[2] Mario Bellini



[3] Chodzież



[4] Pierre Paulin



[5] Charlotte Perriand



[6] Finn Juhl



[7] Ligne Roset



[8] Hans Wegner



[9] Milo Baughman



[10] George Nakashima



## Oldest Item Listed

Turtle Fossil, 50 Million Years Old

Listed at \$360,000

## Top Furniture Styles in 2020

Mid-Century Modern | Art Deco | Scandinavian Modern

As measured by orders

# Art

The fine art category continues to resonate with shoppers and is experiencing tremendous growth. We feature a wide range of artists, past and present — from the Old Masters to modern Pop art icons to today's emerging talents. Just this year, 1stDibs stepped into a bold new frontier with its proprietary NFT marketplace, where collectors and creators of digital art can come together.

## All-Time Top Art Sale



Salvador Dalí,  
*Les Yeux Fleuris*, 1944

Listed at \$1,400,000

## Top Selling Art Styles in 2020



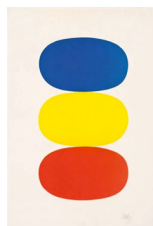
[1]

Contemporary



[2]

Pop



[3]

Abstract



[4]

Surrealist



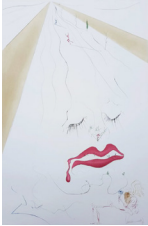
[5]

Realist

As measured by orders

# Art

## Top 10 Selling Artists in 2020



[1]  
Salvador Dalí



[6]  
Keith Haring



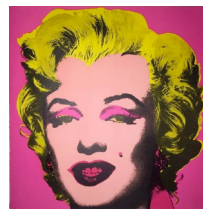
[2]  
Hunt Slonem



[7]  
Slim Aarons



[3]  
Joan Miró



[8]  
Andy Warhol



[4]  
Pablo Picasso



[9]  
KAWS



[5]  
Miguel Guíá



[10]  
Alexander Calder

As measured by orders

# Jewelry

Our jewelry collection spans many influential periods. We offer antique, vintage and estate pieces for those who want to channel the romance of the past, along with contemporary creations for those with imaginative, forward-thinking style. The category is growing quickly, and investment pieces from iconic jewelry houses and leading watchmakers are the standouts.

## All-time Top Jewelry Sale



Van Cleef & Arpels Diamond  
& Ruby Bracelet, 1930s

Listed at \$985,000

## Best Selling Jewelry Brands in 2020



[1]

Cartier



[2]

Tiffany & Co.



[3]

Chanel



[4]

Van Cleef  
& Arpels



[5]

Rolex

As measured by orders



# Jewelry

## TOP SELLING STONES & CATEGORIES IN 2020

### Top Selling Stones in 2020



[1] Diamond



[2] Ruby



[3] Emerald



[4] Sapphire



[5] Pearl

### Top Selling Categories in 2020



[1] Rings



[2] Earrings



[3] Necklaces



[4] Bracelets



[5] Watches

### Top Selling Styles in 2020

Contemporary | Art Deco | Retro | Artisan | Edwardian

As measured by orders

# Handbags

Shoppers know 1stDibs as a trusted marketplace with the highest quality handbags and accessories. The pandemic led to an evolution in buyer behavior and luxury shoppers are placing a higher value on investment pieces and timeless styles.

## Top All-Time Handbag Sale



Hermès Birkin 30 Bag  
Himalaya Niloticus Crocodile  
Palladium Hardware

Listed at \$225,000

## Top Handbag Brands in 2020



[1]

Louis Vuitton



[2]

Hermès



[3]

Chanel



[4]

Gucci



[5]

Prada

As measured by orders

# Fashion

The demand for rare, collectible pieces continues to grow as vintage fashion becomes not only a passion for connoisseurs but for those seeking a more sustainable shopping option. Here's some data that may inspire your next season's wardrobe.

## All-time Top Fashion Sale



Azzedine Alaïa  
Hooded Evening  
Dress, 1986

Listed at \$41,913

## Cult Items Difficult to Find Elsewhere



Early 2000s  
Tom Ford for  
Gucci



Early 2000s  
Alexander  
McQueen



90's and early 00's fashion  
pieces from the most iconic  
designers of that period.



Special Collection  
Birkin

## Top Designers for Brands



Tom Ford  
for Gucci



Karl Lagerfeld  
for Chanel



John Galliano for  
Christian Dior

As measured by orders

1<sup>s</sup><sub>t</sub>D