

How an Art Gallery transformed into one of the leading online art auctions for the Xennials & millennials

Beverly Hills, Apr 9, 2020 (IssueWire.com) - NY Elizabeth roots go back to 1956. In 1973 a couple entered an art gallery which was at that time located in Mayfair London across Harris Bar on South Audley St. this couple picked several art pieces and provided their address and stated, "Please keep this art for us, our driver will come to this week and pay and pick them up" Without receiving payment yet the gallery decided to deliver the items as they were confident this lovely couple would pay. After doing this, the husband returned to the gallery the next day and was shocked that they had delivered all the art without receiving payment first. This gentleman then introduced himself formally and stated he is sheikh Farsi governor of Jeddah Saudi Arabia. Mr. Farsi had exquisite taste in art. The gallery became the place for Royals and celebrities by just word of mouth. Today NY Elizabeth follows the same principles from their initial London gallery making sure customers get the best luxury goods and service.

When I met NY Elizabeth founders for an interview I thought I would meet two older gentlemen with suits, but it turned out to be the opposite, I met the CEO Nouriel Gino Yazdiniyan who was wearing black jeans with a lululemon top and his business partner Nicholas Lauter who was relaxed in blue button-down shirt and shorts. They invited me to Urth Caffe in Beverly Hills and shared their vision about NY Elizabeth. I was blown away with their long-term mentality and how they wanted to disrupt the luxury goods market by building a trusted network of consigners.

Companies like eBay have had challenges with items posted by their users in their marketplace not being verified to be authenticated. NY Elizabeth CEO "Gino," told me he was one of the initial users of eBay when it launched Q4 of 1995. He shared the horror stories of him buying items from eBay that he thought was genuine, but they were fakes. Gino still likes eBay but not for luxury good items or important art but for items like used car parts which you can't find easily online. He went on to say millions of items from eBay are actually exported from Amazon via an API feed. This model will eventually make eBay less relevant and make Amazon business thrive more.

As we were sipping our latte Gino shared his background as having several exits in the high-tech space and promising himself never to sell art when he was a child as he loved art so much, he never wanted to sell art but only to buy it for his collection. His first breakthrough came when he and his former UC Riverside friend launched an enterprise social network called Pringo which later sold to Mobilebits a public company for \$29 million combined value. He is a domain name guru besides knowing a lot about art, history, politics, and cars. He initially started buying domain names in 1995 and by 2010 had a portfolio of over 86,000 domains with his business partners and the first domain registrar in South America.

I learned that many of NY Elizabeth clients were high profile CEO's and celebrities. I was amazed at how knowledgeable they were in their field. Gino told me in 1996 he purchased a wood panel for his client in Sotheby's London for 750,000 Sterling Pounds, at that time he was only 20 years old. He said the first item he purchased was at the age of 13 from Bonham's, a 19th century Qajar Astrolabe for his uncle's client. I could have nearly sat days with Gino and Nick as they had so many great stories about art and their journey.

As I was finishing up my interview, they told me another great story about one of their clients in Poland that purchased a Ferrari at NY Elizabeth [online auction](#). The Ferrari was shipped to Poland by NY Elizabeth team and they took pics and videos of the [Ferrari](#) while it was getting loaded to an enclosed

truck. The client was really happy about the outcome. The client has become a repeat buyer in their auctions and has purchased a [Patek](#) watch recently. For the privacy of their clients, they don't share names as privacy is very important in their field.

I learned that many museums have purchased art from them privately and they recently represented two master art paintings a [Claude Monet](#) oil painting and a [Van Gogh](#). They said they sent the Van Gogh documentation to a high-Profile Venture Capitalist gentleman but by the time he wanted to purchase it, it had sold. As an art enthusiast myself and writer, I walked away from my interview with more knowledge in the art world and several great stories which Gino shared. Their positive energy and knowledge in their field make them stand out in the Crowd. I will be following their online auctions and them. Jennifer Agatha, interview date January 30th 2020.

About NY Elizabeth

[NY Elizabeth](#), the leading online luxury art auction, surpassed 230 auction sales in 2019. NY Elizabeth was established in 1956 as an art gallery and is now one of the leading auction houses with locations worldwide including the United States, United Kingdom, and Sweden. NY Elizabeth is a name and place that speaks of extraordinary luxury art, exceptional service and international expertise. NY Elizabeth specialty is art, Jewelry, Watches, and Automotive. The auction house also offers a number of other specialty departments, including antiquities, and modern art.

NY Elizabeth also has a long and successful history conducting private sales for its clients in all categories, with emphasis on

Old masters, impressionist, modern, and antiquities.

NY Elizabeth has a global clientele in 15+ countries, with 5,000+ bidders worldwide.

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