

AUCTION QUEENS



Websites offering people the possibility to sell at auction second-hand fashion clothes and accessories are booming. Even the classic auction houses surf on this trend with vintage fashion auctions.

Genre:
Fashion

Duration:
Weekly, Prime Time

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« AUCTION QUEENS » brings this phenomenon to TV. In each episode 5 items and 5 stories are brought to the screen. The items are evaluated by the experts in their fields, and they estimate a value for each item. This estimation is revealed only to the seller – the viewers at home left in the dark until the very end of the episode!



People come on the set to sell at auction women's clothes or accessories carefully pre-selected by the production. The items offered on the show are varied, sometimes from very prestigious brands, but always with a very low starting bid.

The expert evaluates the condition and quality of the item in order to give a value to the item. « This handbag of a luxury brand is quite sought after and trendy. Yours is a bit aged. The leather is a little scratched in places. I will now show you my evaluation and I will give it to you under seal ». This evaluation price will only be revealed to the viewers at the end of the sale.



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During this conversation, the expert also gives advice to the viewers to maintain, repair or customize certain items. The owner then joins the auction room, where the auctioneer, the crier and about 40 potential buyers are waiting for her.

The auction begins: “A bag by Christian Dior, starting bid €50!” announces the auctioneer. If no one bids, the auctioneer may lower the starting bid. But the bag is a hit and its price flies! During the whole sale, interviews of all the protagonists punctuate the auction.

Will the estimated price match the final result of the auction and will the seller accept the sale?



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Abdi İpekçi Cad. Park 19 Kat: 3
Nişantaşı 34367 İstanbul - Turkey

T. +90 212 240 5769
F. +90 212 296 6053

www.theglobalagency.tv



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For more information, please contact the sales agent in your territory

GÖZDE SERGİLİ
Europe & Scandinavia
gozde@theglobalagency.tv
+90 533 928 8065

ŞENAY TAŞ
Central and Eastern Europe
senay@theglobalagency.tv
+90 532 285 0696

İŞİL TÜRKŞEN
Asia
isil@theglobalagency.tv
+90 533 459 9439

EKİN GABAY
North America, Canada, UK,
Australia, New Zealand & Baltics
ekin@theglobalagency.tv
+90 533 727 4123

IVÁN SÁNCHEZ
Latin America
ivan@theglobalagency.tv
+90 530 952 6648

DENİZ TÜZÜN
Russia/CIS
deniz@theglobalagency.tv
+90 530 140 9922

MIROSLAV RADOJEVIC
MENA & Africa
miroslav@theglobalagency.tv
+90 530 943 4146