

Auction Houses
Augusta Auction & Kerry Taylor Auction
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Augusta Auctions and Kerry Taylor Auctions are two businesses that focus on selling vintage fashion and textiles nationally and internationally. Although both auction houses market similar items, their goals and approach to marketing are not. Augusta Auctions focuses on the appreciation and historical value of textiles and items beyond the glitz and glamour of fashion while Kerry Taylor Auctions relies on fashion and historical value. Nonetheless, each house is a leader for their distinct tailored strategy in auctions.

Augusta Auction is based in Vermont, USA and was established in 1978 by Karen Augusta as a means to “exclusively market vintage fashion, historic costume, accessories, and rare textiles.” Auctioned items are either deaccessions or patron donations. A repeated theme in their business is their emphasis on respecting the history and value of the items they market. They even assure consignors their items will be treated respectfully and that the appropriate audience will be prepared for the auction to further confirm their assurance. The list of their high-ticket sales also reflects their historical perspective in auctions. The top sales are diverse with an unnamed zoot suit sold at \$78,000, a 1948 Dior couture dress at \$40,250, and a sash and medal set at \$36,000. Due to the recent COVID-19 events, they have moved their auctions into an online format where the bidding options and updates are available on the home page for easy access.

Kerry Taylor Auctions was established in 2003 by Kerry Taylor in London, UK. They claim to specialize in “vintage fashion, fine antique costume, and textiles.” Their approach to marketing their items is by grouping like items for specific kinds of auctions. For example, their bi-annual “Passion for Fashion” auction features curated haute couture and rare vintage fashion items for a museum and private collector audience. Their other principal auction is “Vintage Fashion, Antique Costume & Textiles,” which aims to satisfy the ordinary vintage fashion enthusiast. The high sale prices accomplished by the house are either original historical costumes or highly coveted “fashion” pieces in great condition. Unlike Augusta Auctions, their adjustments to the pandemic are not as obviously publicized. On their sales calendar, the only update is that the most recent auction, set for March 30th, had been rescheduled to an undetermined date. Kerry Taylor, in fact, was briefly hospitalized with Covid-19