

## Phillips Appoints Vy Tran as Consultant in Vietnam

### Appointment Continues Phillips' Expansion into Southeast Asia



Hong Kong – 22 September 2023 – Phillips is pleased to announce the appointment of **Vy Tran** as Consultant, based in Vietnam. Ms. Tran will work closely with Phillips' 20th Century & Contemporary Art, Watches and Jewellery departments in Asia, leading the company's business activities in Vietnam, an increasingly important market for the region. She will also play an important role in developing Phillips' brand awareness and advise on opportunities to grow the company's presence in the country.

"I am delighted to welcome Vy to Phillips as part of a commitment to expand our footprint across Asia," said **Robert Sleigh, Managing Director, Asia, Phillips**. "This appointment comes as Phillips is building extra momentum in the region, including the launch of our new Asia headquarters in Hong Kong this year. The collecting scene in Southeast Asia is expanding rapidly, and we are thrilled to have the opportunity to broaden our presence here. With Vy's diverse experience in strategic consulting and luxury, we look forward to bringing her knowledge and expertise to our existing teams to drive our ambitious plans for Asia."

**Vy Tran, Consultant, Vietnam, Phillips**, said: "With the rise of technology and social media, collecting has become increasingly popular in Vietnam. The art and luxury market here has undergone a dramatic growth especially in recent years. Many seasoned Vietnamese collectors not only continue to support artists from our own heritage, they have also diverse interest and been looking for works by international artists. And a new generation of Vietnamese

collectors are eager to learn and absorb global collecting trends. I am thrilled to join Phillips at this critical moment, and I look forward to bringing a global perspective right to the doorsteps of collectors in Vietnam.”

Prior to joining Phillips, Vy Tran founded AOTA, an online tech enabled platform to connect Asian fashion designers to a global audience. Vy Tran also has wealth of experience in strategic consulting with a Senior Analyst role at Jardine Matheson in Hong Kong where she was responsible for developing a customer strategy for Mandarin Oriental and conducting due diligence for investment projects. Additionally, she has held positions at Boston Consulting Group (BCG) in Vietnam and Oxford Business Group in the United Arab Emirates.

Reflecting Phillips' rising profile in Southeast Asia, transactions in global auctions from collectors in the region increased 1076% since the company launched in Asia in 2015. Phillips continues to successfully attract new audiences in Southeast Asia, and in 1H 2023, over 30% of active clients from the region were new to Phillips.

Vy Tran's appointment is part of the company's significant Southeast Asian expansion strategy. A team of regional leads are guiding the company in the growth of key markets in the region, including Christine Fernando who is the Regional Representative in Singapore, Vivi Yip and Rika Dila who are Senior Consultants in Jakarta and Bangkok respectively. Driving the growth in Southeast Asia alongside the Business Development team are Sandy Ma, International Specialist, 20<sup>th</sup> Century & Contemporary Art; and Cristel Tan, International Specialist, Jewellery. This October, Phillips will hold its first event in Vietnam, introducing watch collecting and the company's offerings to a new audience in the market.

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#### ABOUT PHILLIPS

Phillips is a leading global platform for buying and selling 20th and 21st century art and design. With dedicated expertise in the areas of 20th Century and Contemporary Art, Design, Photographs, Editions, Watches, and Jewelry, Phillips offers professional services and advice on all aspects of collecting. Auctions and exhibitions are held at salerooms in New York, London, Geneva, and Hong Kong, while clients are further served through representative offices based throughout Europe, the United States and Asia. Phillips also offers an online auction platform accessible anywhere in the world. In addition to providing selling and buying opportunities through auction, Phillips brokers private sales and offers assistance with appraisals, valuations, and other financial services. Visit [www.phillips.com](http://www.phillips.com) for further information.

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