



Luxury redefined

Media Contact:

Alex Sabbag

Dig Communications

312.577.1768

asabbag@digcommunications.com

LUXE LIFE AUCTIONS LAUNCHES IN CHICAGO

Luxury Online Auction House Opens Doors and Dot.Com to Stylish Chicagoans

(Chicago, Illinois – November 11, 2009) – Luxe Life Auctions, the just-launched online auction house for new and vintage luxury, is open for business in Chicago. Luxe Life Auctions offers style-savvy Chicagoans the opportunity to buy and sell new, vintage, luxury and collectible items ranging from coveted designer clothing & accessories to rare books, coins, antiques and more.

“The resale industry lacks the high-end experience and our goal is to provide a new definition of luxury where all auction items have a refined attention to detail with chic styling and superb craftsmanship -- all without the matching price tag.” said Lisa Ackerman, President of Luxe Life Auctions. *“All auction items are professionally evaluated, researched and authenticated by a team of Expert Industry Partners, guaranteeing one hundred percent authenticity,”*

While all Luxe Life Auctions transactions take place online, the company has opened a chic location in River North. Providing consumers with a luxury atmosphere, Luxe Life Auction’s Valuation Center, located at 744 North Clark, was designed by Bravo’s “Top Design” winner, Matt Lorenz, and offers face-to-face interaction. Both buyers and sellers can experience the stylish, luxury-feel of the Valuation Center. Buyers can browse the merchandise at the Internet Bar and sellers can either choose to drop-off their merchandise in-person or via Luxe Life Auction’s complimentary pick-up service.

“Designing Luxe Life Auctions was a passion project for me,” said Matt Lorenz, Interior Designer for Luxe Life Auctions and winner of Bravo’s “Top Design.” *“Working with Luxe Life allowed me to create a space that is both sophisticated and modern, fitting distinctly within Luxe Life Auction’s luxury paradigm.”*

About Luxe Life Auctions

Luxe Life Auctions is an online auction house for both new and vintage luxury items. Luxe Life Auctions offers a high-end, yet affordable, luxury shopping experience. The Chicago-based company operates a Valuation Center where buyers can browse merchandise online, sellers to drop-off items in-person and consumers can meet with an Expert Industry Partner, should they choose to become more informed. For more information please visit: www.luxelifeauctions.com.

#