

The Line Ventures into Art World with Artsy Collab

by Michelle Tay



Lauren Seiden's *Black Raw Wrap 2* and *Raw Wrap 8*
(Courtesy of Denny Gallery/Artsy x The Line)

TheLine.com, an online fashion, home, and beauty retailer, is venturing into the art world.

It has, via a partnership with Artsy.net, launched an exhibition and sale of art by contemporary artists such as Lauren Seiden, Sanda Iliescu, Jeffrey Hoone, Werner Bischof, Nicholas Alan Cope, Chip Hooper, Do Ho Suh and Tony Scherman. The works range from photography to mixed media collage pieces sourced from Magnum Photos, Sculpture Center, Robert Mann Gallery, and more.

The works are currently on view at The Line's brick-and-mortar outpost at 76 Greene Street, and will be available for purchase there, or on Artsy.net.

The Line, co-founded by Vanessa Traina and Morgan Wendelborn, prides itself on being a purveyor of fine things from established and emerging names in fashion, home, and beauty, including Reed Krakoff, Christophe Lemaire, Pallas, JW Anderson, Protagonist; The Warehouse, Metropolis Modern, Jonathan Burden; Rodin, Jao, M.E. Skinlab, and more. This initiative marks its debut effort at curating art.

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