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Frette mixes gifting and home improvement in winter catalog

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Frette winter catalog cover

By SARAH JONES

Italian linen maker Frette is balancing gifting with personal purchases in its latest catalog mailer.

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The 39-page booklet works to help consumers envision gifting “romantic” items, such as pajamas, and improve their home atmosphere with a throw blanket or new accent pillows. Since the holiday season is just beginning, Frette may convince consumers to indulge on themselves before putting their shopping focus on others.

“Frette reflects a point of view,” said Chris Ramey, president of [Affluent Insights](#), Miami, FL. “The catalog mirrors how they perceive one living a ‘Frette-life.’”

“The best luxury marketers understand that you don’t sell to the affluent,” he said. “The affluent choose to buy those objects which most resonate with their own psyche.”

Mr. Ramey is not affiliated with Frette, but agreed to comment as an industry expert.

Frette did not respond by press deadline.

Gift guide

The front cover of Frette's catalog shows a woman in a cream colored pajama set and robe lounging on a bed made with ivory linens, complete with a fox fur throw.

Inside on the first two pages is a warm wintery scene, with a quilted armchair draped with a robe sitting next to a side table bearing wrapped gifts and a lit candle. No model is shown, to help consumers picture themselves in the room, complete with chopped wood and shelves stocked with Frette wares.



Online version of Frette fall catalog

Text tells consumers, "Frette: what luxury feels like in your home."

Continuing to paint a picture, the following page shows a cup and saucer balanced on books, perched atop a stack of throws in different textures and fabrications. Frette refers to the blankets, writing "The perfect solution for cold winter nights and a warm welcome touch."



Online version of Frette winter catalog

Next, Frette presents its "Dream Bed," also shown on the cover, which is styled with a mix of pieces from the brand's fall/winter collection. Close-up images are provided for the lace, jacquard and embroidery on pillows and bedding.

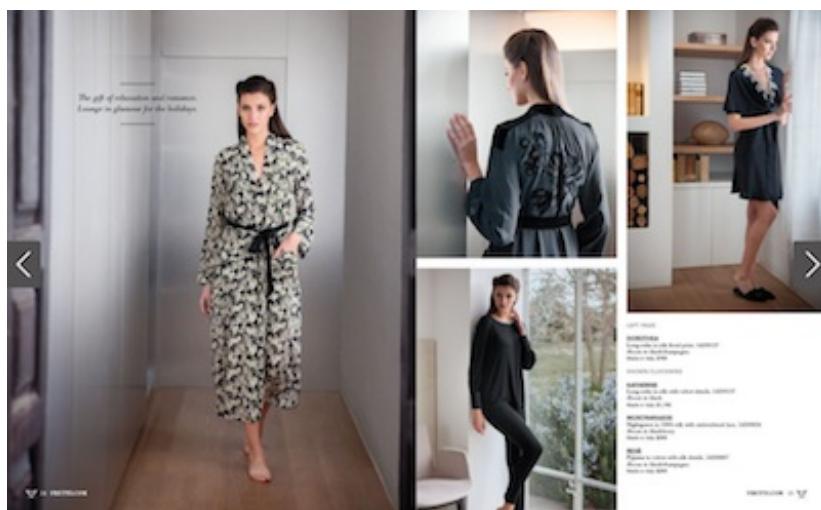
Speaking to holiday entertaining plans, Frette featured its table linens, dressing a table with festive cupcakes. Consumers are told that the brand can help them create an

individual story for their table.



Online version of Frette winter catalog

Giving gifting ideas, Frette next depicted its sleepwear, showing a female model around a house in various ensembles, with a vintage-inspired hairstyle. Text explains that with these garments, consumers can “lounge in glamour for the holidays.”



Online version of Frette winter catalog

In addition to pajamas, Frette also gives the gifting idea of its home fragrances, including scented candles and oil diffusers.

Frette turned back to self gifting ideas, featuring its popular International bedspread, shown in silver and paired with other monochromatic bedding, educating consumers on the current trend.

Next, Frette showed off its limited-edition Ambra duvet cover, for which only 115 pieces were made by hand. Silk and cotton is woven together, and embroidered with gold petals.



Online version of Frette winter catalog

Each Ambra is presented in a numbered collectible box with a certificate guaranteeing authenticity.

After featuring additional duvets and bedding, Frette closed the catalog with travel essentials. Cashmere scarves, ballerina flats and a leather travel bag are photographed next to golden gift boxes.



Online version of Frette winter catalog

Clickable catalog

For its last catalog, Frette expanded the audience for its fall catalog by republishing the print version in a Facebook application.

On Frette's Facebook app, consumers could click through the entire digitized version of the catalog, as well as navigate to ecommerce pages. This reaches fans of the brand, even if they may not have signed up to receive mailings ([see story](#)).

This edition was also published to Facebook and Frette's Web site to allow a digital audience to explore.

Other digital initiatives have helped create a higher level of online engagement around Frette's catalogs.

For instance, Frette added an interactive browsing experience to its ecommerce site with a Pinterest contest.

Frette's "What do you love @ Frette?" contest asked consumers to pin their favorite items from the brand's ecommerce site and then submit the link to their board on Facebook. The brand's contest reflected the marketing through the mail and online for its summer 2014 collection, allowing consumers who had not received a print catalog the opportunity to explore its latest offerings ([see story](#)).

This lifestyle appeal helps Frette appeal to consumers' emotions.

"The ambiance is important, but it's the readers' emotions that are paramount," Mr. Ramey said.

"Luxury brands sell by creating desire," he said. "The set provides and supports the brand personification."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/JdXTISxpg4w](http://www.youtube.com/embed/JdXTISxpg4w)

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