

MAIL

## Frette whisks consumers away with travel-themed summer catalog

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*Cover of Frette summer 2015 catalog*

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By SARAH JONES

Italian linen maker Frette is showing off the various global locales that inspired its summer 2015 collection in its seasonal catalog.

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Available both in print and online, the catalog takes consumers through the bedding, towels and lifestyle products ideal for welcoming warmer months, inspiring a trip or a staycation with help from an elevated home atmosphere. For Frette's audience, who may have experienced the brand at a hotel during a vacation, this concept may help invoke travel memories, prompting them to redecorate to remind themselves of their journeys.

"Our Summer 2015 catalog draws inspiration from the arts and cultures of exotic lands and faraway paradises, invoking the colors and motifs of some of the world's most strikingly beautiful locations," said Jennifer Scott, senior director of marketing and ecommerce at [Frette](#), New York. "Our customers are well traveled and have reported that the catalog is quite nostalgic, taking them to South Africa, to Argentina, Bali and other beautiful destinations around the world."

World tour

Frette's catalog cover shows a woman from behind, sitting wearing a white crochet dress on a bed that is magically floating over a deep blue body of water.

On the first two pages, a woman reclines in a hammock overlooking a different lake. Text tells consumers that the collection combines the brand's "Italian craftsmanship" with an "modern, international outlook" to help them bring "the romance of travel into the bedroom."



*Screenshot of Frette summer catalog*

Further, the brand explains that the collection is "an invitation to lie down, relax and drift away to another world of your own."

From there, the catalog breaks down each collection, explaining where the inspiration came from.

Malena uses earth tones and jacquard patterns to reference the horses that gallop across Argentina. Bali provided inspiration for Indah, which means "beauty" in Indonesian.



*Screenshot of Frette summer catalog*

Frette took the ancient African concept of bead making to create a modern collection Glass Beads, which portrays the sky and sea of the African coast with clear blues. Furthering the concept of romance at home, Glass Beads is pictured in a glass-encased bedroom, which enables the consumer to see the landscape behind as a man delivers breakfast in bed to a woman.

Later in the catalog, consumers see models wearing loungewear from the brand, which it ensures are made with the same attention and care as its bedding, potentially helping consumers branch out into other aspects of the lifestyle brand.

For men, the loungewear comes with the idea of “[doing] nothing, in style.”

Also on the travel theme, Frette highlights its Hotel Classic bedding, which have been used in a number of properties for more than 100 years.

In the following pages, the brand looks to help consumers achieve the spa feel at home with Hotel Collection towels, Elisir scents and plush robes.



*Screenshot of Frette summer catalog*

To help them on their journey, Frette later shows off its travel bags, shown riding in a boat with a woman wearing a wide brimmed hat and tunic.

On social media, Frette is backing up its travel theme with a contest to win a trip to Bridgehampton, NY and an overnight stay in the Topping Rose House, a hotel that uses its bedding. To enter, consumers just have to enter their contact information on a Facebook [app](#).



TOPPING ROSE HOUSE COTTAGE



**FRETTE**

THE FINEST LINENS IN THE WORLD

*presents*

OUR FEATURED  
**HOTEL SERIES**

*Hotels all around the world  
that offer the luxurious  
Frette experience.*



TOPPING ROSE HOUSE EXTERIOR

**TOPPING ROSE HOUSE**  
*Bridgehampton, New York*

*behind the scenes...*

Topping Rose House brings understated elegance and a commitment to personalized service to Bridgehampton, New York. The 22-room property, from owners Bill Campbell and Simon Critchell, includes a beautifully restored 1842 Greek revival mansion alongside modern construction from architect Roger Ferris & Partners.

**GO BEHIND THE SCENES >**



TOPPING ROSE HOUSE SUITE

## *Frette feature about Topping Rose*

### Getting social

Frette has previously used other social media tie-ins to get consumers to actively engage with its catalog online.

The brand 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 reflects the marketing through the mail and online for its summer 2014 collection, allowing consumers who have not received a print catalog the opportunity to explore its latest offerings ([see story](#)).

When its spring catalog premiered, Frette increasing attention for it through social media integration.

Consumers could browse the catalog through an application on the brand's Facebook page, as well as enter to win a \$3,000 shopping spree through a second app on the social network. This contest gave an aspirational audience a concrete reason to flip through the

publication, as they planned what they will do with the amount if they won ([see story](#)).

"Our customers are familiar with Frette by either visiting a store, reading about it, or sleeping in our sheets in luxury hotels across the globe," Ms. Scott said. "We incorporated the launch of our catalog with our featured Hotel of the Month series by offering a shopping spree and weekend getaway to Topping Rose House in Southampton."

Final Take

*Sarah Jones, staff reporter on Luxury Daily, New York*

Embedded Video: <https://www.youtube.com/embed/YR0Vk5RtR14>

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