

IN-STORE

## Zemi Aria leverages strong retail partners to build brand awareness

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*Zemi Aria speaker*

By JEN KING

Pellisari, a high-end consumer electronics maker, is introducing its latest sound system, the Zemi Aria, through a selective retail distribution model.

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The Zemi Aria is the latest collaboration between Italian speaker artisan Francesco Pellisari and industrial designer and artist Ron Arad and is a blend of quality sound and modern design. Brands in the consumer electronics space continuously work to create products that integrate seamlessly into consumers' daily lives and their homes, acting as a accompaniment rather than a technological bother.

"Our designers, **Francesco Pellisari** and **Ron Arad**, are recognized globally," said James Petersen, president of Pellisari LLC. "Francesco is known for his unique and beautiful porcelain NAC Sound speaker products.

"Ron's architecture and art spans the globe and he has pieces in the collections of many prominent museums like MoMA in NYC, The Pompidou in Paris and the Barbican in London," he said. "Ron has also designed products for some of the top luxury design firms in the world like Moroso, Alessi or WMF.

"The influence of our designers creates a compelling story for the look and design of the Zemi and we hope to leverage this story in our marketing."

### Speaker sphere

Pellisari's Zemi Aria is Apple Airplay- and Bluetooth-optimized to offer uncomplicated operations that easily adapt to the consumer's life while providing high-quality sound.

The collaboration between Mr. Pellisair and Mr. Arad has resulted in a spherical-shaped speaker with a high-gloss white or black finish and distinctive metal grille, representative of today's high-end electronics aesthetics. Through its use of wireless technology, users can stream content from any source without the hassle of traditional speaker and audio systems.

An input jack allows the speakers to link with CD players and turntables for an analog approach, or they can be hooked up to a television via optical digital patch cable. These options further the utility of the Zemi Aria as consumers can create the experience they desire.



### *Ivory Zemi Aria*

In a statement, Mr. Pellisari said, "My approach to speaker design follows closely the acoustic principles developed by Roy Allison (a HiFi luminary' under whom Mr. Pellisari perfected his craft in the 1980s). To achieve the best result, I believe in making the speaker transparent, neutral and uncolored, reproducing the listening experience the musician and recording studio intended."

Given its niche, and the limited frequency of consumers purchasing sound systems, the Zemi Aria will be available for purchase at luxury gift and furnishing stores. These include The Homestore at The Wynn in Las Vegas, Ron Robinson in Los Angeles, The Vault in Miami, Dallas' Nest and Gracious Home in New York, as well as its Web site, zemiaudio.com.

In addition, to continue the speaker's strong brand association, Zemi Aria will be available via a primary retail partner, Apple. By partnering with Apple as a cornerstone retailer, the Zemi Aria will be visible by average consumers as well as tech-junkies who are always in search of the latest and greatest equipment.



### *Onyx Zemi Aria*

Beyond support by Apple, this also is reflective of the tech giant's infiltration of sectors that were not originally associated with the computer brand. This has been most apparent in Apple's recent dedication to fashion collaborations, including its most recently announced role as the primary sponsor of the Metropolitan Museum of Art's Costume Institute's annual gala, which has a theme of technology and fashion for 2016 ([see story](#)).

The Zemi Aria will be available at Apple flagships in major markets in the United States and Europe. The speaker will retail at Apple and the aforementioned retailers for \$799.

By early 2016, Pellisari has hopes that the Zemi Aria will be available at Apple stores in Asia Pacific countries as well.

"We plan to support our marketing efforts with a presence at a number of domestic and international design shows in the U.S. and abroad," Mr. Petersen said. "Zemi exhibited at the New York International Gift Fair in August, and we currently exploring exhibiting in or partnering with exhibitors for shows like Art Basel in Miami, Maison & Objet in Paris and Design Week in Milan.

"Since Zemi has offices in the U.S. and the United Kingdom we are in a unique position to support both the U.S. and European Union markets," he said.

### Placement and positioning

As the spending power of millennials grows, the already changing retail climate is going to require an overhauled strategy, according to panelists at the Luxury Retail Summit: Holiday Focus 2015 on Sept. 16.

While they cannot be generalized, millennials as a group are driving brands to embrace digital channels and focus their energies on value-driven marketing that speaks to an idea beyond product. While there is a necessity to change, panelists agreed that those in the luxury sector are generally behind on embracing the new retail world ([see story](#)).

The current landscape is consumer-centric, and each individual person will play an active role in shaping brands and deciding which fail or thrive. To be successful, brands will need to focus on creating value and maintaining authenticity for both themselves and consumers ([see story](#)).

A well-executed retail and marketing strategy can help a brand make an impact amid its target consumer base.

"The marketing plans for Zemi are comprehensive," Mr. Petersen said. "We plan to support the new product with PR, social media and advertising.

"Additionally, we desire to have a presence in major design and trade shows in the U.S. and Europe," he said. "It is our hope to grow Zemi sales by developing an organic groundswell of public support based on our unique design and performance.

"We also hope to leverage our placement in luxury retail outlets and a strong presence in the design community with print and online editorial and reviews."

Final Take

*Jen King, lead reporter on Luxury Daily, New York*

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