

HOME FURNISHINGS

Pirch tests immersive retail concept in New York's home appliance market

May 19, 2016



Designer Nate Berkus for Pirch

By STAFF REPORTS

Home retailer Pirch has expanded into the New York market with a SoHo showroom opening May 21.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Pirch's new showroom joins its network of eight locations across the United States, where it sells top-end kitchen, bath and outdoor appliances in a one-of-a-kind environment. The Pirch retail model allows consumers to try before they buy, letting homeowners "test drive" appliances, from sector leaders such as Sub-Zero, Kalamazoo and Wolf, right in its interactive showrooms.

Test kitchens galore

Pirch SoHo will open May 21 at 200 Lafayette Street and Broome Street. The 32,000 square foot showroom will cover three floors in a former ironworks building, distinctive to the area.

Within the Pirch showroom, consumers can interact directly with the appliances they intend to buy for their homes via more than 30 interactive vignettes. Since home appliances are not bought often, giving the consumer the opportunity to see how something functions in real-time, rather than from a video demonstration or guesswork gleaned from a product description, will create a more worthwhile experience.

For instance, consumers looking to update their bathrooms can test up to 40 different showerheads or book a private steam shower in Pirch's Sanctuary, the retailer's in-store home spa.

Also, Pirch chefs are always on-hand to conduct live cooking demos at the Evo Mongolian Grill and its test kitchens, Savor and Patio. Complimentary cooking classes are also available to further educate consumers on featured appliances.

Integrating technology is a popular among affluent homeowners and has been taken into account by Pirch. The Pirch SoHo takes note of the trend through its Connected Loft where new technologies are demonstrated in an interactive loft apartment setting.

"More than an appliance retailer, at Pirch we believe in bringing joy, romance and fun back into shopping," said Jim Stuart, chairman/co-founder of Pirch in a statement. "Meaningful experiences are more important than business transactions. At Pirch, we encourage our guests to touch, feel and try our state-of-the-art offerings the very investment pieces that in the end, will shape memories in their homes."

The interactive concept sets Pirch apart from other retailers in the home appliance space.

In a similar effort, home furnishings brand L'Objet partnered with Dorchester Collection's The Dorchester in London to launch its tenth anniversary tableware collection Sous Les Ciel.

One of The Dorchester's three private dining rooms in its restaurant Alain Ducasse was transformed into Salon L'Objet, creating a space for consumers to experience the collection first hand ([see story](#)).

To introduce Pirch and its concept to New York's affluents, the retailer has launched an innovative marketing campaign. Photographed by Liz Von Hoene, the campaign shows that Pirch is much more than a store by distinguishing it from typical appliance retailers.

Starring in the campaign are high-profile tastemakers from various industries including fashion icon Iris Apfel, author and television personality Padma Lakshmi, designer and author Nate Berkus, chef/restaurateur Geoffrey Zakarian and real estate mogul Luis Ortiz, among others.

The tastemakers are photographed in different home luxuries and draw comparisons to how they are "more than" ordinary members of the communities they represent.

For example, Ms. Apfel's ad unit features the 94-year-old fully dressed in a bubble bath wearing her signature large-framed glasses and stacks of bangle bracelets. Text laying over the image reads, "It's just a store, like I'm just an old lady."



Iris Apfel for Pirch

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.