

HOME FURNISHINGS

Top 10 home furnishing efforts of H1

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Still from Roche Bobois' television commercial

By SARAH JONES

Home furnishing brands are finding ways to ease and simplify the interior design process through digital media.

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From applications that interact with showroom materials to platforms that allow consumers to virtually lay out a room with products, technology was used as a facilitator. Others used digital channels to communicate craftsmanship, heritage or personality in amusing ways.

Here are the top 10 luxury home furnishing efforts of the first half of 2016, in alphabetical order:

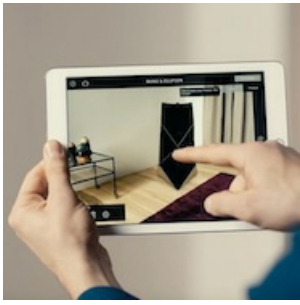


Baccarat Hotel Grand Salon

Baccarat's \$300K heritage experience

French crystal-maker Baccarat is touting its history for its most affluent clients with a 12-day intercontinental journey.

Run through the Baccarat Hotel New York, "The Heritage Experience" will allow consumers to more closely examine and interact with the brand's story, spanning more than 250 years. With consumers' growing taste for experiential luxury, The Heritage Package is an opportunity for Baccarat to sell a lifestyle and an experience that will leave a stronger impression ([see story](#)).



Bang & Olufsen's BeoHome app

Bang & Olufsen's visualizer

Denmark's Bang & Olufsen is helping consumers envision the placement of its audio and visual products through a new room configurator app.

Exclusive to Apple iPad, Bang & Olufsen's BeoHome Design app takes the guesswork out of audio visual set-up by letting consumers explore product options and determine how the brand's equipment will meld with existing decor and room structure. Using technologies adapted by home repair and decor brands, Bang & Olufsen's app will allow consumers to experiment without a commitment, as well as seamlessly supporting conversions ([see story](#)).



Image from Farrow & Ball's "The Great Animal Escape"

Farrow & Ball's personified paint swatches

British wall covering maker Farrow & Ball introduced some of its newest paint colors through a whimsical farmyard tale.

A stop motion animated film tells the story of a group of escaped animals, with each farmyard character representing one of the latest hues. This lighthearted approach to exploring what could be a static topic may have helped make consumers more likely to explore the newly available colors more extensively ([see story](#)).



Fornasetti's The Atelier

Fornasetti's atelier tour

Italian decorative arts brand Fornasetti opened the doors of its atelier to consumers, letting them explore the "place where the magic happens."

A newly launched permanent Atelier section of Fornasetti's Web site is designed after house founder Pietro Fornasetti's iconic design, Renaissance Skyscraper, allowing consumers to physically tour 10 "floors" of workshop to see the entire process that goes into each of its pieces. While craftsmanship films transport consumers to a brand's studio, creating a physical depiction of the workshop may help followers feel they are actually there ([see story](#)).



Hstens bedding

Hstens' pajama jams

Swedish bedding manufacturer Hstens is singing consumers to sleep with a curated playlist on music streaming service Spotify.

Intended to help consumers relax and get to sleep, Hstens "Sleep Sound" is part of an ongoing project with Spotify and Soundtrack Your Brand. From retailers and fashion houses to hotels and automakers, a number of luxury brands have shared soundtracks to create a fully immersive experience for consumers to enjoy ([see story](#)).

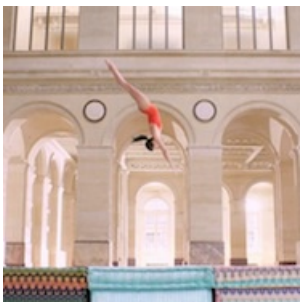


Poltrona Frau Icons in Motion

Poltrona Frau's lively crew

Italian furniture maker Poltrona Frau made its presence at Milan Design Week known by bringing its products to life.

Chester, Dezza, Lyra, San Luca, 1919 and Vanity Fair are the elegantly upholstered stars of Poltrona Frau's film, as well as its film-within-the-film. Scattered with clues throughout, the short film engaged enthusiasts who know the brand story while also luring in new consumers with its humor and mystery ([see story](#)).

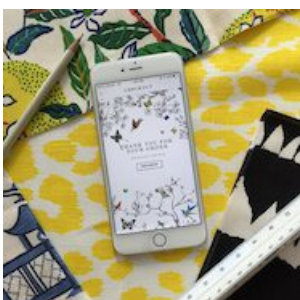


Roche Bobois television commercial, still

Roche Bobois' dive into televisions

Home furnishings maker Roche Bobois dove back into television with a "French Art de Vivre" commercial.

For its return to the small screen, Roche Bobois worked with Wendy Morgan to direct its television commercial featuring its Mah Jong modular sofas and a cast of synchronized "swimmers." To further promote the commercial before it hits television screens, Roche Bobois relied on its social accounts ([see story](#)).



Schumacher's design-friendly app

Textile and wall coverings maker Schumacher is connecting interior designers to its wares through a new mobile app.

The brand's eponymous and only app for iPhone lets accredited members of the trade browse, place orders and keep track of their notes and previous purchases. While many companies are expanding their digital efforts to reach the consumer directly, this app may help more Schumacher textiles and other interior items make their way into affluent consumers' homes ([see story](#)).



Instagram image from Steinway & Sons

Steinway's return to advertising

Piano maker Steinway & Sons is reaching out to cultured consumers through an integrated multichannel campaign that tells the story of its uncompromising dedication to expression.

Acting in harmony, the 163-year-old brand has launched a global print advertising campaign, a brand video that captures its artisanship, social work and a redesigned content-rich Web site that spotlights some of its famous owners. With a new flagship Steinway Hall in New York opening to the public on April 15, the brand is looking to appeal to a new generation of potential piano owners ([see story](#)).

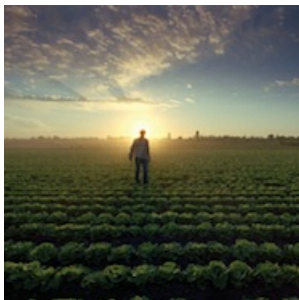


Image from Sub-Zero's "Fresh Food Matters" campaign

Sub-Zero's storage solutions

Refrigerator and wine storage brand Sub-Zero is providing a fresh perspective on food preparation and storage with an influencer-led initiative.

"Fresh Food Matters," centered on a dedicated Web site, aims to educate and inspire consumers to buy and cook with more fresh ingredients through insights from varied personalities including television host and chef Daphne Oz and vegan professional surfer Tia Blanco. Sub-Zero's content hub delves into the impact these ingredients can have on health, while also investigating the effect that food choices can have on the economy, the family and the environment ([see story](#)).