

HOME FURNISHINGS

Poltrona Frau creates emotional appeal through contemporary vignettes

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Image from Poltrona Frau's "Home Stories"

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Italian furniture maker Poltrona Frau is focusing on the stories that happen around its designs in a series that zooms in on one realistic home.

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Told in four parts, "Home Stories" weaves anecdotes about different members of one family, using its pieces as a set rather than the main character. Poltrona Frau made a conscious decision to make the home featured appear lived in and relatable, creating aspiration for its furniture in an environment that does not appear too staged or magazine-perfect.

Poltrona Frau was reached for comment.

At home

Poltrona Frau's Home Stories has been told in weekly installments since Jan. 11. Shared across the brand's social accounts, this episodic format encourages fans to return for more content.

Episode one finds the mother, father, Carlo and Marta moving into a new home. The dad brings the last box in, calling to his wife, who is primping in front of Poltrona Frau's Ren mirror and clothes stand.

As the couple carries on their conversation, it is revealed that the woman is not in the same house, but communicating with her husband via Skype as she finishes some business. When she is upset she cannot be with them in the house yet, her husband uses technology to make her feel closer, giving her a guided tour via his Web cam.

Home Stories - Trailer

In the second film, son Carlo is lying in bed appearing sick. After his father decides he should not go to school, he leaves him alone.

As soon as his dad leaves, Carlo slips out of bed. Inspired by the plethora of moving boxes strewn throughout the living room, he uses them for play, turning some into a paper army and others into a helmet and sword, sitting atop a

"throne" in the form of Poltrona Frau's Gran Torino armchair.



Video still from Poltrona Frau's Home Stories

When his mother calls, he answers the phone as "the king of boxes," revealing his bluff about feeling ill.

The third film finds the father up late, still working on moving in items to the new house. As he places items into a bookcase, he notices his own reflection staring back at him.

Rather than a paranormal event, the reflection is revealed to be from a mirror, which little Marta is holding up to play a trick on her father.

Episode four, premiering next week, will find the mother reunited with her family in the home.

Making the series relatable to today's audience, Poltrona Frau imagined a family in which the mother and father have interchangeable roles. Drawing on themes that are global, such as the love that exists between family members, the brand sees this content resonating with all individuals.

Along with the narratives, Poltrona Frau has filmed the designers behind the four featured pieces talking about how their creation came to fruition. While the content itself is not overtly promotional, Poltrona Frau sees these behind-the-scenes looks being used separately for more commercial purposes.

Content campaign

Taking branded content beyond traditional advertising or promotional videos provides an opportunity to engage and connect with consumers on a deeper level ([see story](#)).

Storytelling offers an opportunity to delve deeper into the functions of luxury goods beyond the aesthetic.

For instance, colored-gemstone miner Gemfields is portraying the mystical properties believed to exist in rubies by weaving a trio of short female-centric narratives.

The purveyor's "Ruby Inspired Stories" explore rubies' believed symbolism of passion, protection and prosperity through tales of a single moment in three women's lives. Rather than focusing on the physical appeal of the rubies pictured, Gemfields instead highlights their emotional appeal, as the stones bring back memories or help to celebrate a milestone ([see story](#)).

Similarly, for Poltrona Frau, its films take the idea of the home and focus on the relationships that define the spaces rather than the interior design itself.