

MARKETING

Louis Vuitton, Herms among blitz of creators showing off craftsmanship in Milan

April 5, 2017



louis vuitton salone de mobile

By BRIELLE JAEKEL

Home furnishings trade show Salone del Mobile is commencing with a series of brands emphasizing the craftsmanship behind their creations through unique initiatives.

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

While many high-end brand showed off parts of their collections and artisan quality of products, others showed off creativity with interactive installations. Armani capitalized on the festivities by opening up its flagship for its Armani/Casa sector, in congruent with the furnishing theme, and Lexus awarded major works in the design industry.

"The Lexus Design Award always presents a fascinating survey of the issues currently engaging young designers, and what they consider to be the most important challenges and compelling opportunities for design today," said Alice Rawsthorn, judge and a design commentator of Lexus Design Award 2017. "However, the quality and scale of ambition of the submissions to this year's award program was truly exceptional.

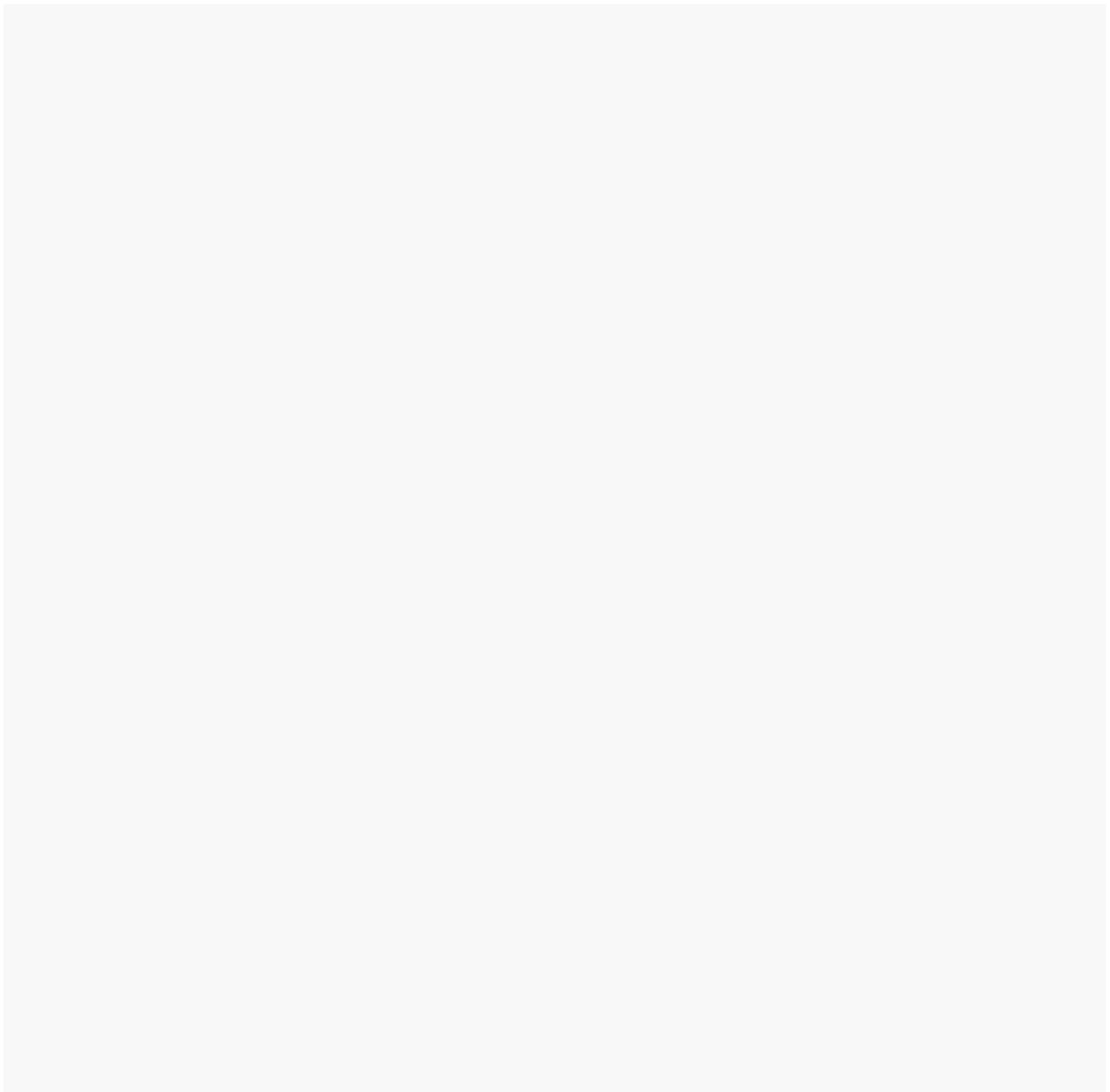
"It was very difficult for us to whittle them all down to 12 finalists, then four prototype winners and finally to the Grand Prix winner, although every stage of the process generated a feisty and enjoyable debate," she said.

Art and design

Many furniture maker's displays were able to combine an air of artfulness, interior design and product display to celebrate the trade show.

Installations during Salone del Mobile often took on an image of an art installation to show off the artfulness of their craftsmanship.

For instance, Frette created an installation that leads visitors to discover the seven deadly sins while immersed in its home dcor and interior design. #Frette7Rooms is made of a series of interactive rooms that lean on multi-sensory initiatives, each representing a particular sin.

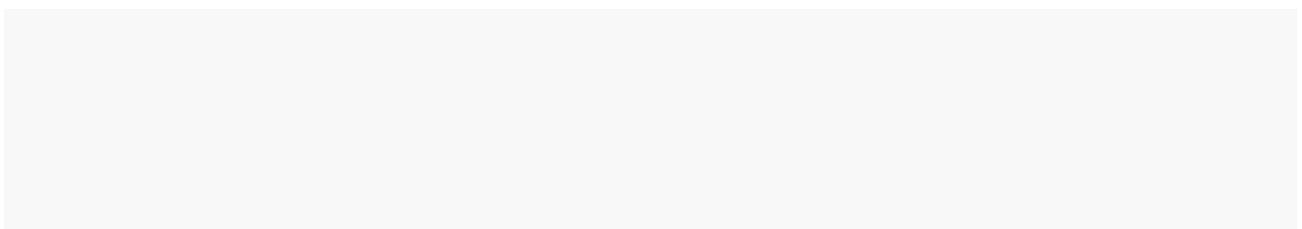


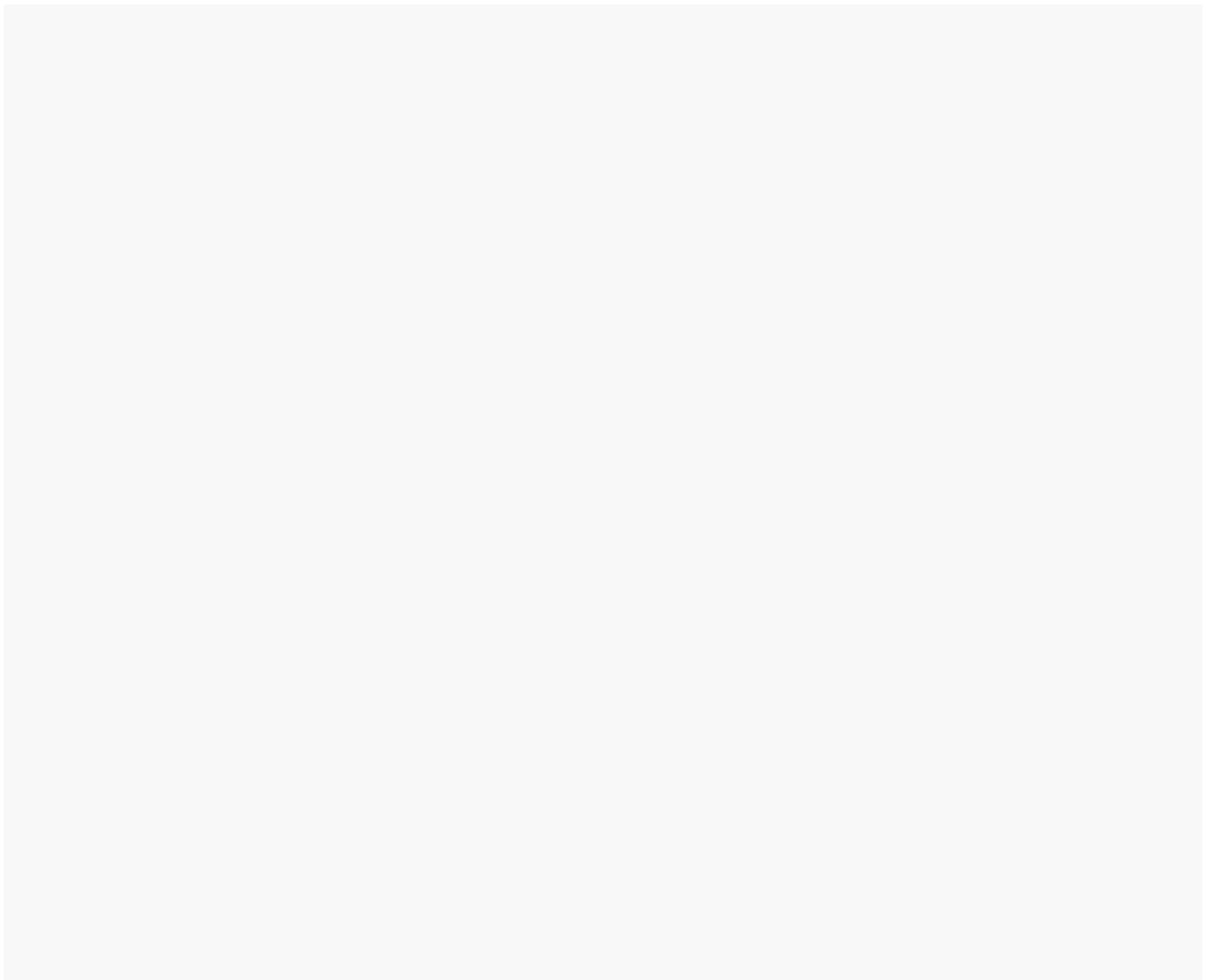
Frette is preparing to take you on a wondrous journey... Discover more on the 4-9th of April at the Frette Showroom in Foro Buonaparte, Milan. #FretteOfficial #Fuorisalone2017 #MDW2017 #SalonedelMobile #Frette7Rooms

A post shared by Frette (@fretteofficial) on Mar 31, 2017 at 11:05am PDT

To see special graphics incorporated amongst Frette's home dcor, guests must wear special glasses as they walk through the space.

Hermes enticed visitors to its installation with something that many can't say no to: gelato. The brand showed off its collection for Hermes Off The Wall alongside gelato and other Italian treats.





Almost done #HermesOnTheWall #HermesHome #Hermes

A post shared by Herms official account (@hermes) on Apr 3, 2017 at 12:28pm PDT

Louis Vuitton is presenting a series of new products it is launching during the trade show. The 10 new additions include high-end home products such as a desk chair, hammock, swing chair and foldable stool.

Lexus' 10th Design Event will have a theme of "YET" through creatives and installation elements that represent pushing boundaries. The event awards 12 winning works with the "YET" mindset.

Salone de Mobile

Home furnishing and fashion brands alike showed off their design acumen with displays and events during 2015's Milan Design Week and concurrent furniture trade show Salone del Mobile.

From April 14-19 in 2015, Milan was the host of a bevy of exhibits, in-store events and new product launches. Coming together for this event ensures brands a large international audience of potential clients who are design minded, as they flock to the city to see what's next in the world of design ([see more](#)).

Home furnishing trade show Salone del Mobile in 2014 kicked off April 8 in Milan, with luxury fashion brands continuing to use the event as a platform to showcase their interior collections.

Even if they did not show in a booth at the show, brands incorporated digital campaigns and charity initiatives to draw consumers interested in interior design to their stores. This provides an opportunity for brands that are not usually known for their home furnishings to remind consumers of the range of their merchandise ([see more](#)).

"Each of the four prototype winners has wrestled with complex and significant issues, from the plight of refugees and other homeless people and providing environmental protection for buildings in a beguiling and poetic way, to fusing traditional craftsmanship with emerging technologies and encouraging children to make and play musical instruments," Ms. Rawsthorn said.

"Eclectic and original though their responses are, all the finalists have addressed the defining theme of the Lexus Design Award 2017, YET, with tremendous imagination, versatility and aplomb."

© 2020 Napean LLC. All rights reserved.

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