

HOME FURNISHINGS

Ligne Roset aids digital furniture discovery through visualizer

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Ligne Roset's Plumy by Annie Hironimus

By SARAH JONES

French home furnishings brand Ligne Roset is enhancing the browsing experience on its recently established ecommerce site through the addition of 3D product visualization.

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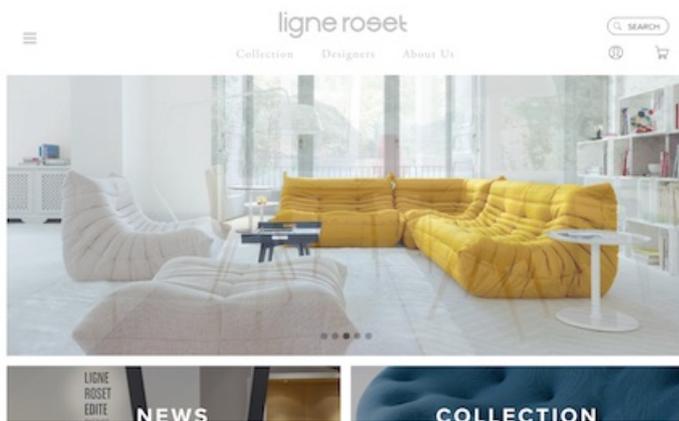
Before making a furniture purchase, consumers engage with a retailer's store and online flagship an average of seven times. Knowing that consumers are turning to its Web site for research, Ligne Roset worked with tech firm Cylindo to launch 360-degree product views, enabling shoppers to get a better sense of merchandise before purchasing.

"Ligne Roset wanted to provide a unique shopping experience that aligned with their lofty brand image, would display their design-forward pieces at a level of detail that exceeded the expectations of their discerning customer base and would maximize sales once their ecommerce site was launched," said Mark Nanchy, director of sales at **Cylindo**. "Looking at their online presentation today, we feel that they accomplished all three goals."

360 perspective

Ligne Roset, which dates back to 1860, sells furniture, lighting and dcor, focusing on partnerships with a collection of 50 designers. While its collections are sold both in its own network of 200 stores and through wholesale channels, the brand recently opened up its merchandise to consumers online.

By 2020, about a third of all home furnishing sales are projected to be made online. Getting into the ecommerce game ahead of many of its luxury peers, Ligne Roset recently rolled out a new Web site complete with ecommerce.



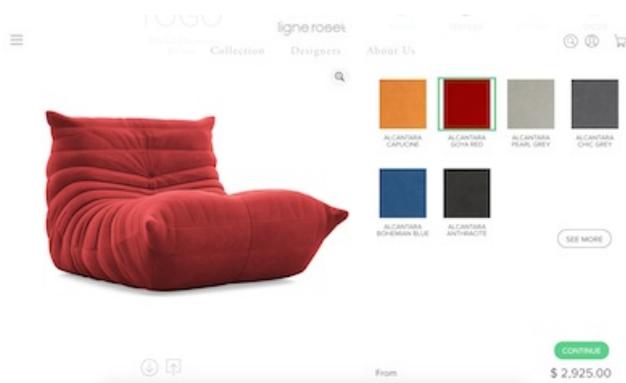
Ligne Roset Web site homepage

While supporting online transactions, shopping is not the key focus of the site. Consumers are invited to explore collections through content before they are given the option to shop.

The editorially-inspired product pages features extensive information, such as the designer behind the piece, the specifications and price range and photos of the product within a room.

This caters to the consumers and interior designers who turn to the site more for research than transacting. Even if shoppers do not buy online, 85 percent of purchases begin with research in digital channels.

"Shop now" buttons offer the chance to configure items and purchase. This product page features Cylindo's technology.



Ligne Roset visualizer

Consumers are able to click and drag to spin pieces in 360-degree, giving a better sense of the design than a flat image. For pieces with similar yet different options, this can also assist buyers in making a confident decision in a virtual environment.

The 360-degree views are available for every option within the configurator, including textile choices.

Cylindo, which works with other home brands, has noted an average uptick in conversion of 25 percent and lowered return rates when its visualizer is added to the ecommerce experience.

"In addition to conversion rate increases and reduced returns, clients are reporting increases in store traffic, significant jumps in purchase intent often evidenced by online credit applications or pre-approvals and faster purchase cycles," Mr. Nanchy said. "Although most furniture transactions are completed in the store, those shoppers who prefer to use the store as a step in their shopping journey, are much more prone to complete their purchase online with this level of visualization."

Path to purchase

Even though consumers may be getting more comfortable with buying online, including guided selling tools can help them feel more confident in their choices.

Russian department store TSUM is also letting consumers view online products in 3D before they buy.

Thanks to a partnership with technology firm Cappasity, the luxury retailer's Eastern Europe shoppers are now able to view online products in 360 degrees. Luxury is especially amenable to this technology as it is an industry where consumers want to know the product they are getting is up to snuff before they purchase it ([see story](#)).

U.S. linen maker Matouk similarly helped consumers visualize their "perfect bed" with its first online configurator.

uMatouk allows both retailers and consumers to mix and match bedding to create their own combinations, which appear on a photorealistic 3D bed. Since it can be difficult to imagine how the range of possibilities would look once on an actual bed, this tool will help to make the decision process easier, and make consumers more confident in their final choice ([see story](#)).

"While the brick-and-mortar store will continue to be the primary point of purchase for luxury home furnishings, the impact of the online experience cannot be ignored," Mr. Nanchy said.

"Over 80 percent of furniture shoppers use retailer and brand Web sites during their shopping journey," he said.

"Product research is obvious, but the growth in the number of purchases made online has been a pleasant surprise.

"In addition to giving online shoppers the ability to experience products at a level of detail traditionally reserved for the store, luxury brands are under more pressure to ensure that their online experience aligns with their brand image and store experience. Providing 360-degree and HD-zoom level of detail, with the ability to easily customize products in unlimited combinations ('the endless aisle') meets those requirements."

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