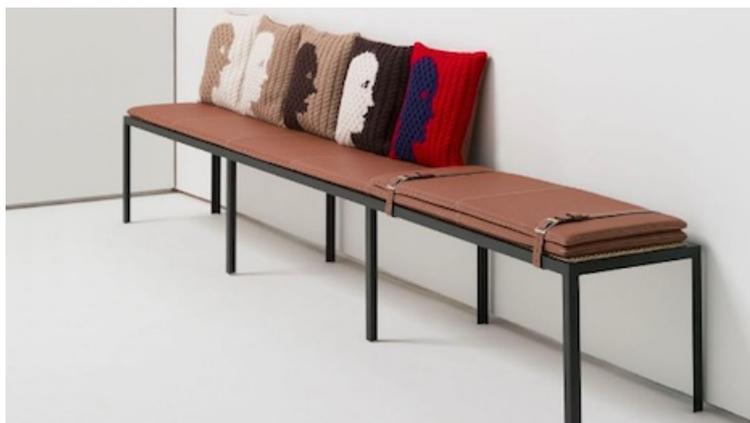


HOME FURNISHINGS

Loewe outfits consumers' homes with extension into furnishings

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Loewe This Is Home collection

By SARAH JONES

Spanish leather goods and apparel house Loewe is taking its perspective on dressing and style into the home.

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The brand has premiered its first home furnishings collection, which spans furniture and decor with a focus on craft. Following a debut during Milan's Salone del Mobile home fair, Loewe's "This Is Home" collection has traveled to department store Liberty London for a three-week pop-up.

"Loewe began as a leather house by a group of Spanish leather craftsmen - a material that easily translates from fashion to furnishings," said Rebecca Miller, CEO of [Miller & Company](#). "Its history, rooted in artisanal leather products for self, is now being expressed and giving exposure to one's environment.

"A collection of pieces developed in partnership with artisans extends a fashion brand into consumers' lives, by giving them the opportunity to experience the brand through multiple mediums at various moments throughout the day, moving beyond self, venturing into the wider scope of space."

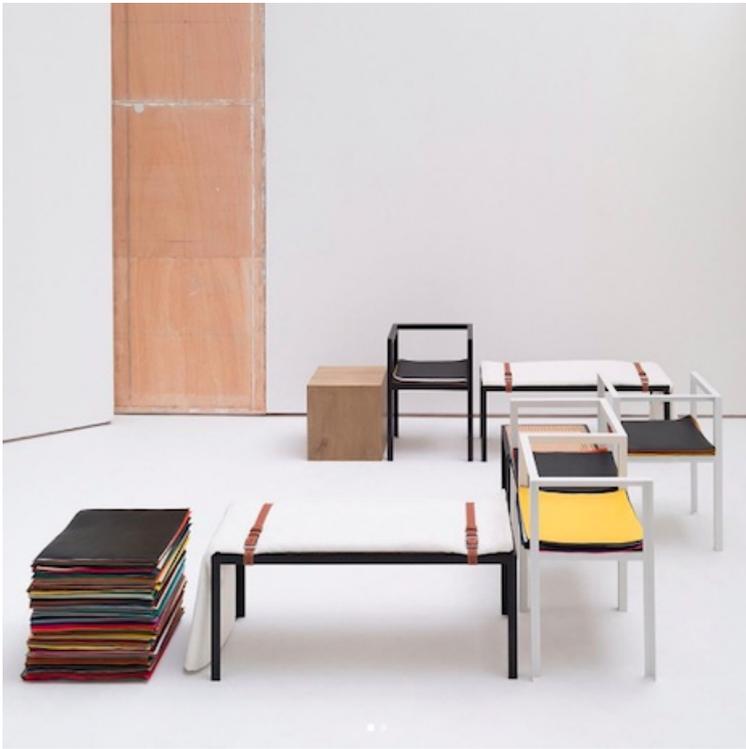
Ms. Miller is not affiliated with [Loewe](#), but agreed to comment as an industry expert. [Loewe](#) was reached for comment.

Home coming

Over the last few years, the LVMH-owned Loewe has been through a creative transition, following the appointment of Jonathan Anderson as creative director. The designer has made over the brand, from its logo to its visual identity.

Now, the designer is taking the brand into a new category. During home fair Salone del Mobile, the label's Casa Loewe in Milan was host to This Is Home, a display of a pieces ranging from furniture to dcor.

Leveraging Loewe's leather skills, the collection includes items such as laser-cut lampshades and chairs and benches lined in leather. Consumers can also purchase a stack of multicolored leather sheets to embellish pieces from the collection or use for another decorative purpose.



Loewe This Is Home collection

This Is Home also features a collaboration with family-owned furniture maker Robert Mouseman' Thompson, which carves a signature mouse into the oak pieces it creates. The company, which has been in business for five generations, brought Mr. Anderson's designs for candlesticks, a ladder, a stool and more to life.

A line of chairs and benches blend metalwork with wicker techniques, while ceramic bowls are handcrafted in Spain.

Adding a touch of whimsy and decoration to the collection also features figures of men knit into pillows or standing figures.

Loewe This Is Home

Since May 2, Liberty London has been housing This is Home in an exhibit-style pop-up.

Situated within the store's fourth floor "Disappearing Store," the display offers visitors the exclusive opportunity to purchase items from the collection. Aside from Liberty, as of press time, consumers could pre-order pieces via Loewe's ecommerce site.

Coinciding with London Craft Week, the pop-up staged craftsmanship demonstrations with Mouseman carver Simon Cartwright on May 5 and 6.

Loewe's Liberty pop-up will be up until May 21. The collection will travel to Madrid in October.

"Liberty has a history of collaborative projects from William Morris in the nineteenth century to Yves Saint Laurent and Dame Vivienne Westwood in the twentieth," Ms. Miller said. "Recent collaborations range from brands such as Nike, Barbour, to Manolo Blahnik.

"In 1875, Arthur Liberty opened his shop selling ornaments, fabric and objets d'art from Japan and the East. The days when its basement was named the Eastern Bazaar, and was the vending place for what was described as 'decorative furnishing objects.'"

Interior design

Craft is a central priority of Loewe, manifesting in explorations of different art forms and time-honored skills.

Recently, the brand created a guide to floral styling to demonstrate how expert craft can take many shapes.

In a series of three videos, Loewe shows its community how to design floral arrangements with texture, volume and bursts of color by using a wide range of flowers and greens. Similar to a traditional craftsmanship effort, displaying the skill and expertise needed will likely resonate with consumers to bring forth appreciation ([see story](#)).

For luxury fashion labels, extending into the home environment offers new opportunities to engage with consumers and tell a brand narrative.

French couture house Christian Dior drew off its founder's passion for decor with the creation of a home goods collection.

The first limited-edition line for Dior Home was available exclusively at the brand's then newly opened London flagship, with pieces from artists and designers including Peter Marino and Hubert Le Gall. For Dior, this new edition to its offerings allows the brand to honor Mr. Dior's legacy while also giving brand enthusiasts the opportunity to communicate their love for the label in their home environments ([see story](#)).

"Fashion brands must carefully take into account key elements before deciding to establish a furniture and decor collection," Ms. Miller said. "Almost 84 percent of brand extensions fail and, of the successes, only 54 percent survive after the third year, proving that the success relies on a number of factors.

"I find it is critical to measure brand equity in order to track possible future impacts and measure the potential risks with the goal being to implement a brand extension whose risk of failure does not exceed the marketing efficiencies," she said.

"Leverage from the business core competency so the brand will be able to gain efficiencies and create market differentiation. Also, invest in marketing research to understand prospective and current customers and estimate their acceptance for potential brand acceptance.

"Make the brand extension a logical fit compatible, expected and follow the current brand story. Finally, create a brand extension strategy including a brand management plan and a compelling go-to-market strategy that connects your audience across multiple touch points."

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