

HOME FURNISHINGS

Top 10 home furnishing efforts of H1

July 18, 2017



Poltrona Frau's "Home Stories." Image credit: Poltrona Frau

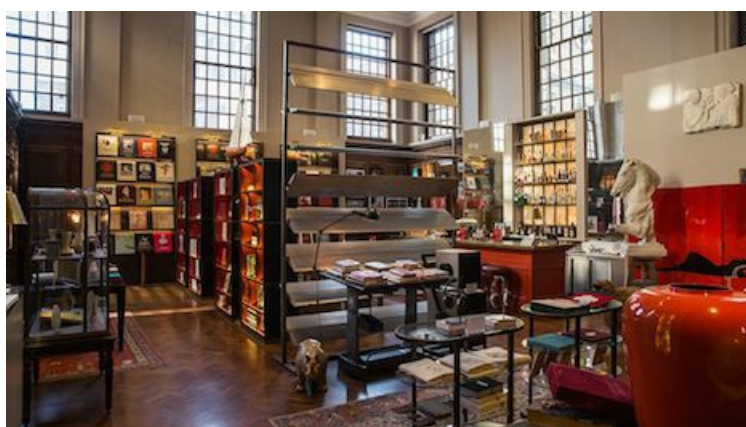
By SARAH JONES

Home furnishings brands are embracing technology, leveraging digital advances to aid selling and boost consumer engagement.

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Luxury home labels took their role at the center of consumers' lives to heart during the first half of the year, releasing content and connectivity features that aim to make home life easier. As consumers increasingly seek upgrades to their lifestyles and experiences instead of accumulating goods, home furnishing brands are positioned to tap into their interior aspirations.

Here are the top 10 home furnishings efforts of the first half of 2017, in alphabetical order:



Artemest's exhibit is being staged at Assouline's flagship. Image credit: Artemest

Artemest's pop-up showcase

Italian ecommerce site Artemest brought its artisan wares offline through a London exhibit.

Celebrating its official launch in the United Kingdom, Artemest staged a temporary display at publisher Assouline's Piccadilly flagship store. While Artemest's online platform includes editorial surrounding the pieces, this physical pop-up allowed for a more immersive look at the handcrafted items sold by the startup ([see story](#)).



Lexus worked with Baccarat to showcase its performance. Image credit: Lexus

Baccarat's crystal car stunt

Toyota Corp.'s Lexus teamed with French crystal-maker Baccarat to show off its vehicles' high-quality performance and precision with its latest vignette.

"The Crystal Gauntlet" with Baccarat shows off the automaker's GS F, RC F and LC 500 models, driven by drift world champion Rhys Millen and drivers he has personally selected. The film heightens the drama with stunt driving in a room of Baccarat crystal ([see story](#)).



Elle Decor Shopping is supported by its editorial content

Elle Dcor embraces ecommerce

Shelter publication Elle Dcor introduced two new services to its digital presence with Elle Dcor Shopping and Elle Dcor Designer Directory, signaling a shift toward a hybrid media-commerce model.

The first allows for dedicated ecommerce through the publication's Web site and the second provides a directory of designers and home dcor specialists for users to browse through and contact. The shopping component will be a partnership with Dering Hall, whose products can be purchased through Elle Dcor ([see story](#)).



Fendi Casa flagship in Milan. Image credit: LVMH

Fendi Casa gets its own home

Italian fashion house Fendi gave its home furnishings their own retail environment with the opening of its first Fendi Casa flagship.

The dedicated Fendi Casa boutique is located on Milan's via Montenapoleone nearby to Fendi's fashion boutique. Opened to coincide with Salone del Mobile, the 4,300-square-foot store allows Fendi to showcase its brand story through a different product category ([see story](#)).



Jenn-Air's ovens now talk to Alexa. Image credit: Jenn-Air

Jenn-Air's conversational cooking

Appliance maker Jenn-Air added voice control capabilities to its wall ovens, furthering its promise to deliver a seamless cooking experience.

Announced at the Architectural Digest Design Show in New York March 16, Jenn-Air's user-friendly voice command feature is powered by a "Skill" application for Amazon's AI device Alexa. Connected homes are the future, and introducing appliances that offer AI assistance and features will keep a brand's cutting-edge position ([see story](#)).



Singapore Airlines' Airbus A380. Image credit: Singapore Airlines

Lalique up in the air

French lifestyle brand Lalique is bringing its crystal wares to new heights through an alliance with Singapore Airlines.

Through the partnership, the airline will retail co-branded in-flight products such as toiletries and glassware in its suites and first class cabins. For Lalique, this represents an opportunity to introduce its brand range to a captive audience of affluent travelers ([see story](#)).



Ligne Roset's Plumy by Annie Hironimus. Image credit: Ligne Roset

Ligne Roset's ecommerce enhancement

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

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 ([see story](#)).



Loewe This Is Home collection. Image credit: Loewe

Loewe enters consumers' homes

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

The brand 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 traveled to department store Liberty London for a three-week pop-up ([see story](#)).



Poltrona Frau's "Home Stories." Image credit: Poltrona Frau

Poltrona Frau's family

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

Told in four parts, "Home Stories" wove 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 ([see story](#)).



Sub-Zero's Fresh Food Matters campaign. Image credit: Sub-Zero

Sub-Zero gets fresh

Home appliance maker Sub-Zero brought back its Fresh Food Matters initiative with new influencers and media outlet partnerships to promote the importance of fresh food and ingredients.

Sub-Zero's Fresh Food Matters campaign is hosted on a dedicated Web site and features videos and posts from a variety of partners. Along the way, Sub-Zero is hoping the increased consumer-awareness of the importance of fresh food will drive customers to purchase its home appliances and storage units ([see story](#)).

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