

HOME FURNISHINGS

## Perigold brings design showroom online as luxury ecommerce expands

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*Perigold focuses on upscale home furnishings. Image courtesy of Perigold*

By STAFF REPORTS

Online home furnishings group Wayfair Inc. has launched a new ecommerce destination for home furnishings aimed at the luxury consumer.

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Perigold opened with a selection of 50,000 items, including linen makers Frette and Sferra and furnishing labels including Ralph Lauren Home, Missoni Home and Swarovski, and it has since grown to retail about 75,000 pieces. Among the approximately 300 brands retailing with Perigold are some that have not sold online previously, representative of luxury's increasing embrace of ecommerce across product categories.

Home for home furnishings

Perigold is designed to cater to the upscale client's expectations. Around-the-clock, shoppers can consult concierges for style advice, large items are sent with white glove delivery.

This complimentary service will get furnishings into the appropriate room, and also takes care of unwrapping, assembly and removal of packaging.

Perigold carries furniture, dcor, bedding and linens, rugs, lighting and outdoor furnishings. It also retails wall coverings and fabrics from brands such as Schumacher.



*Perigold retails furnishings that range from modern to traditional. Image courtesy of Perigold*

Many of these brands were previously exclusively available in designers showrooms or specialty stores, making them more accessible to consumers.

"We are thrilled to present this groundbreaking new retail offering to shoppers seeking the highest quality furnishings for their homes," said Paul Toms, vice president of Perigold, in a statement.

"Perigold provides wide-ranging access to the most respected brands in home along with tremendous ease of dedicated concierge service and white glove delivery on all products," he said. "It's a truly unique home shopping experience that shoppers will love."

"It is now possible to explore, discover and shop beautiful home furnishings and dcor items from the most prestigious interiors brands all in one place," remarked Toms. "At Perigold, we are dedicated to bringing the very best in home to shoppers in the most seamless and delightful way possible."

Wayfair Inc., which also includes retailers Joss & Main, AllModern, DwellStudio and Birch Lane, has been able to take advantage of consumers' migration online. The company's direct retail net revenue for the second quarter of 2017, the most recent period reported, grew 45.9 percent over the previous year, with \$1.1 billion sales in the three months ended June 30.

In the same quarter, the group's gross profit was \$269.5 million. Its 9.5 million active customers as of the end of the period grew 43.1 percent year over year, and repeat customers made about two-thirds of all orders.

The home furnishings discovery and shopping process is happening more online, something that media has also adapted to.

Shelter publication Elle Dcor is introducing 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](#)).