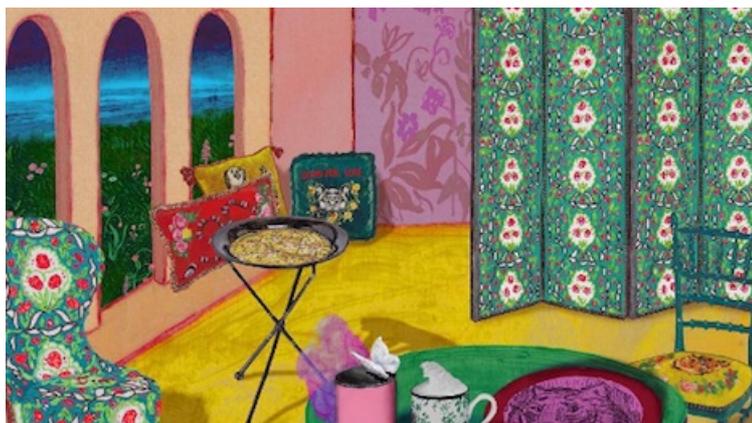


HOME FURNISHINGS

Home furnishings sector's Top 10 headlines of 2017

December 18, 2017



Gucci Dcor brings the house's codes into the home. Image courtesy of Gucci, illustration by Alex Mery

By STAFF REPORTS

Affluent consumers are becoming more comfortable making major purchases via ecommerce, and home furnishings brands are taking note.

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

From visualizers to virtual reality, brands are finding innovative ways to assist consumers in making confident furniture purchases sight unseen. With consumers desiring the latest technology and smart features, product design is also adapting to the increasingly digital world.

Here are Luxury Daily's top 2017 headlines from the home furnishings sector:



LG Signature OLED TV creates a picture on the wall viewing experience. Image credit: LG Signature

67pc of affluents now associate luxury with innovation

Nearly half of affluent consumers in the United States feel that buying a luxury good is better than going on vacation, according to a new report from LG Signature.

While 41 percent of respondents enjoyed the feeling of buying luxury, the purchase of home luxuries ranked higher

when compared to experiential and personal luxuries. Increasingly, affluent consumers are boosting their spending on the home, with 55 percent of respondents saying they would rather spend on appliances and smart features than on travel ([see story](#)).



Shoppers can view crystal accessories in virtual reality. Image credit: Mastercard

[Swarovski teams with Mastercard on VR shopping app](#)

Precision-cut crystal maker Swarovski is working with Mastercard for its latest retail innovation, a virtual reality shopping app for home decor.

The app will allow customers to view crystal accessories for their homes in three dimensions, all through their smartphones. The partnership shows that even with augmented reality's dominance, virtual reality can still be a powerful tool for brands and retailers in all categories ([see story](#)).



Gucci has entered decor. Image courtesy of Gucci, illustration by Alex Merly

[Gucci builds out brand lifestyle with decor collection](#)

Italian fashion label Gucci is bringing its aesthetic to consumer's homes with the launch of a furniture and decor line.

Since arriving at the house in 2015, artistic director Alessandro Michele has made his mark on the house's apparel, accessories, jewelry and beauty collections. Now, the designer is branching out into interior furnishing items, rounding out Gucci's lifestyle offerings ([see story](#)).



The Good Housekeeping "Kitchen of the Future" powered by Miele. Image credit: Good Housekeeping

Miele showcases state-of-the-art innovation with "Kitchen of the Future"

German appliance maker Miele is teaming with Hearst's Good Housekeeping to adapt to the new manner in which people are consuming food with futuristic kitchen concept.

Miele is showing off its most high-tech products through a new kitchen for Good Housekeeping magazine. The "Kitchen of the Future" builds off of a previous relationship built by the two brands, which was capped off with the publication sharing its famous Good Housekeeping Seal of Approval with the appliance maker ([see story](#)).



Jenn-Air Connected Wall Ovens now include Google Assistant integration. Image courtesy of Jenn-Air

Jenn-Air aims for frictionless cooking with Google Home control

Appliance maker Jenn-Air is looking to make cooking more intuitive by expanding its voice-activated connectivity.

Following the launch of the brand's Alexa-enabled devices, Jenn-Air's Connected Wall Ovens can now be operated by the assistant on Google Home. As consumers adapt to interacting with voice-activated assistants, brands are adjusting with them through connectivity features ([see story](#)).



Paimio armchair model 41 by Alvar Aalto. Image courtesy of Barnebys

Design is a better investment than art: Barnebys

According to research from art and antiques search platform Barnebys, interest in design pieces at auction has grown in the post-recession period, boosted by the added accessibility courtesy of ecommerce.

In 2016, TEFAF valued the market for design items at auction in the United States and Europe at \$343.6 million, part of the total \$16.9 billion total global public auction market for goods that includes art and jewelry. Fifteen popular designers have seen their turnover grow a collective 330 percent from 2009 to 2016, with some pieces achieving six-figure sale prices that rival fine art ([see story](#)).



Loewe This Is Home collection. Image credit: Loewe

Loewe outfits consumers' homes with extension into furnishings

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

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



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

Ligne Roset aids digital furniture discovery through visualizer

French home furnishings brand Ligne Roset is enhancing 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 Cylando to launch 360-degree product views, enabling shoppers to get a better sense of merchandise before purchasing ([see story](#)).



Elle Decor Shopping is supported by its editorial content

Elle Dcor shifts toward ecommerce with shopping and designer directory

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](#)).



Istdibs sells both vintage and contemporary furniture. Image credit: Istdibs

[Eclectic buying habits a positive sign for furniture market, says Istdibs exec](#)

As affluent consumers have become more comfortable investing in luxury online, early ecommerce adopter Istdibs has found success translating the collecting experience to a virtual environment.

Founded in 2001, Istdibs has grown to count a registered audience of 2 million, who turn to its curated, editorial site for its selection of antiques, home furnishings, art and jewelry. Helping consumers navigate what can be an overwhelming hunt for vintage finds, Istdibs serves up content via a weekly magazine and daily blog, providing inspiration and perspective on design topics ([see story](#)).

© 2020 Napean LLC. All rights reserved.

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