

HOME FURNISHINGS

Gucci AR experience lets consumers try out Dcor designs at home

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Gucci is using AR so fans can preview their dcor items in their homes. Image Credit: Gucci

By SARAH RAMIREZ

Italian fashion label Gucci is using mobile technology to help consumers decorate their spaces with items from its newest homeware collection.

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With the Gucci mobile application, users can use an augmented reality feature to virtually personalize their space with pieces from the new Gucci Dcor collection. Luxury brands have begun to embrace AR as a way to bridge the gap between digital and physical retail experiences.

"AR apps, while not new, are changing the world and becoming more significant in our lives from wayfinding, trying on clothing and makeup, to designing the layout of a room and even playing with dinosaurs," said Rebecca Miller, founder/CEO of [Miller & Company](#), New York.

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

Dcor app

Designed by artistic director Alessandro Michele, Gucci's Dcor line includes candles, vases, tableware, cushions, chairs and more.

Gucci Dcor debuted last September, and is sold in Gucci flagship stores, the brand's ecommerce site and at select retailers. Rather than establishing a separate space for these dcor items in Gucci stores, the pieces are merchandised throughout the boutiques, driving home the idea that this line is one with Gucci's fashions ([see story](#)).

The newest Gucci Dcor offerings are inspired by Italian art.

"The inspiration behind the Gucci Dcor collection further showcases its maximalist approach to design with the all embellished symbolic Gucci motifs of tigers, snakes and ornate florals," Ms. Miller said.



The new Gucci Dcor collection includes armchairs, tables, flatware and more. Image credit: Gucci

For example, the line's porcelain vases have decorative snakes for handles and are embellished with the house patterns. The vases are produced by Gucci-owned Manifattura Richard Ginori, a Florentine porcelain company founded in 1735.

Manifattura Richard Ginori also produced scented candles for Gucci Dcor, and the porcelain jars can be kept as decorative pieces after the candle is burned.

In a cohesive move between the label's fashion and furnishings, some of the porcelain tableware features Gucci's iconic Herbarium print. The new metal trays and tables also feature prints from the house's latest ready-to-wear collection.

"Gucci is bringing the spirit of the fashion house to the home, authentically," Ms. Miller said.

The jacquard upholstery used for the armchairs and chairs has the legendary GG pattern alongside bees and stars. The furniture is also accented by brass nail heads details.



A screenshot of the AR feature in the Gucci app

For this year's home furnishing collection, Gucci has also introduced AR capabilities to its mobile app.

When users open the Dcor section of the app, they are prompted to "get ready to decorate." The app detects a surface, and then users can select a product and digitally place it in their home.

Users can choose between two options each for homescents, cushions, folding tables, vases and chairs.

Once an object is "placed," users can move around and interact with the piece. They can view the item from different angles and see it in different locations.

If users want more information about a specific piece, the app sends them directly to Gucci's Web site.

Luxury AR

Integrating AR into the launch of the dcor line is a new use for Gucci. Home furnishings brands have been working to bring more visualization to their ecommerce experiences, allowing consumers to more easily shop online for decor.

For instance, precision-cut crystal maker Swarovski worked with Mastercard for its latest retail innovation, a virtual reality shopping app for home dcor.

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

However, augmented reality can be particularly helpful for any and all brands that want to integrate digital and physical experiences.

The beauty sector has embraced this fact more than any other with numerous examples throughout the luxury business of cosmetic brands embracing the possibilities of augmented reality. Beauty brands leveraging AR include Sephora, Este Lauder and Lancme ([see story](#)).

Not only does Gucci's AR capabilities increase awareness of its new home offerings, but it also may motivate more customers to purchase these items by virtually previewing them in their homes.

Three-quarters of consumers are interested in being able to see and try on merchandise before making a payment, according to a report from Klarna. One of the biggest hurdles in getting consumers to buy via ecommerce is the inability to test out items before making a financial commitment ([see story](#)).

"The Gucci AR app should prove to be a smart investment since 61 percent of consumers prefer stores that offer AR experiences and 40 percent will pay more for a brand's product if they have the chance to experience it through AR," Ms. Miller said. "Gucci helps their revenue by providing the consumer with an engaging experience with the brand by bringing an in-store experience to the consumer."

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