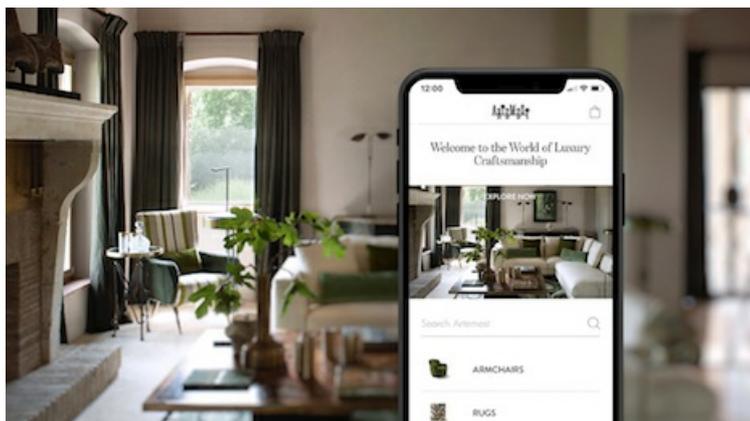


HOME FURNISHINGS

Artemest launches AR-enhanced artisan app

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Artemest's app. Image courtesy of Artemest

By STAFF REPORTS

Dcor ecommerce platform Artemest is bringing its artisan wares to a new channel with the debut of its first mobile application.

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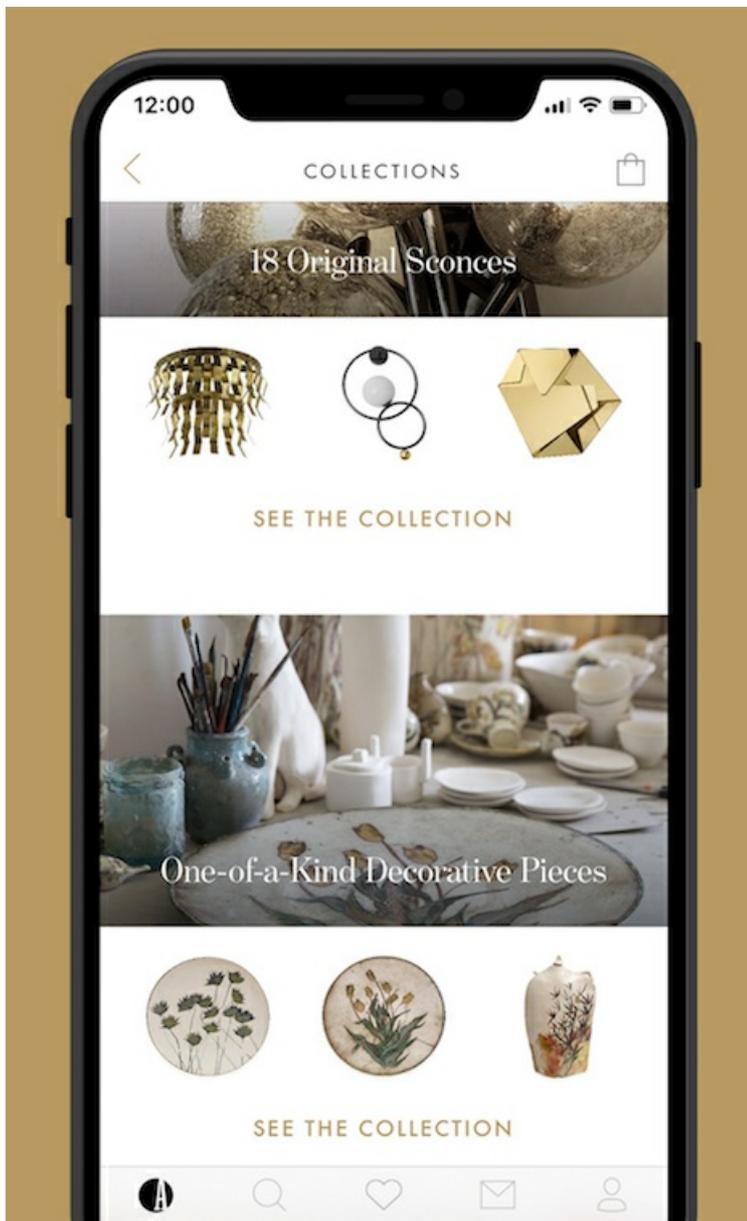
Helping consumers visualize artisan goods inside their own homes, Artemest is premiering an augmented reality experience within the app. Beyond tools for end consumers, the app features solutions for the design community, as Artemest looks to strengthen its ties to interior designers.

Artisan AR

Artemest launched in 2015, with an ecommerce site enabling consumers to shop a curated selection of 2,000 items spanning home furnishings, design, art and jewelry, as well as peruse a magazine highlighting the people behind the products. Beyond showcasing the artisans themselves, the new venture works to instill an international understanding and appreciation of Italian craftsmanship ([see story](#)).

Now, the marketplace is branching out with a mobile application. Through the platform, shoppers can browse merchandise from more than 500 Italian artisans.

The user interface is designed to be mobile-friendly, with enhanced search functions and filtering capabilities. This allows the consumer to specify selection by price range, color and other characteristics.



Artemest's app. Image credit: Artemest

Consumers can use the app to visualize a piece in a room with an AR feature, which includes the ability to view decor in 360 degrees.

The Artemest app translates the editorial approach of its Web site for smaller screens, including videos of craftspeople and a magazine section.

Along with purchasing from the app, consumers can create wish lists and save them for later or share with friends, family or co-workers.

Artemest recently raised \$5 million in a Series A round, which it will put towards furthering its effort to help small luxury producers compete on a global scale. With its new funding, the startup is planning to expand the number of suppliers it carries as well as strengthening its relationship with the interior design community ([see story](#)).