

HOME FURNISHINGS

Technology has emerged as status symbol: Jonathan Adler

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Bloomingdale's hopes LG's line of luxury appliances will help it bridge the gap between high-end fashion and technology. Image credit: Bloomingdale's

By STAFF REPORTS

NEW YORK While appliances and technology such as televisions used to be considered an eyesore that needed to be hidden with interior design, today affluent consumers are choosing to showcase these pieces in their homes.

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Rather than considering technology solely for its functional attributes, today products are expected to not only perform but also be visually appealing. During a Nov. 28 panel hosted by LG Signature and Bloomingdale's and moderated by LG Electronics' senior vice president of marketing Dave VanderWaal, speakers discussed the changing consumer desires surrounding appliances, as shoppers increasingly seek out gadgets that will give them the luxury of convenience.

Technology meets fashion

When it comes to technology, Bloomingdale's has the challenge of serving five generations of customers at once. The retailer's home fashion director Joe Weiner explained that Bloomingdale's tries to find a balance between not alienating older clientele while also not appearing old fashioned to younger generations.

Guided by customer data as well as their own intuition, the store's buyers seek out products that push clientele out of their comfort zone a bit. Recent additions include innovations such as a mug that keeps liquids hot.

The fashion-forward nature of Bloomingdale's customers also means that shoppers are looking for attractive pieces.

This is part of what led the retailer to launch a new "store within a store" concept catering to affluent consumers seeking premium appliances and electronics.



Left to right, LG's Dave Vanderwaal, designer Jonathan Adler, LG Electronics USA president William Cho, Bloomingdale's Joe Weiner and multimedia artist Jason Bruges at LG Signature's store-in-store. Image courtesy of LG

Through a new partnership with LG Signature, Bloomingdale's is selling luxury appliances in-store and online for the first time. The new offerings will allow shoppers to purchase the latest in home technology, rounding out the retailer's fashion and homeware options ([see story](#)).

Interior and home furnishings designer Jonathan Adler said that his clients now come to him with a list of exactly what appliances they want. One of the top requests is an LG Signature television, as the screen has become a status symbol.

"In the past, technology was considered cold and mostly focused on function more than style," said Mr. Adler. "LG Signature talks about stripping products down to their essence and my creative process is similar the challenge is in balancing minimalism with soulfulness.

"These products are thoughtfully designed and the intentionality shines through and gives them a feeling of presence," he said. "That's what good design can communicate."