

HOME FURNISHINGS

## Home furnishings sector's Top 10 headlines of 2018

December 14, 2018



*Ecommerce is up in home improvement. Image credit: Penigold*

By STAFF REPORTS

The home furnishings sector is taking its cues from consumer behavior with the launch of secondhand marketplaces, digital tools and seasonless collections.

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

Today's customer seeks sustainability as well as originality, creating an opening for made-to-order pieces and antiques. 2018 also saw more brands launch technology to help consumers more confidently purchase furniture online or keep tabs on their appliances.

Here are Luxury Daily's top 2018 headlines from the luxury home furnishings sector:



*Interior by Ohara Davies-Gaetano. Image credit: Sotheby's Home*

**Millennials' green goals driving antique furniture growth**

As younger consumers seek out home furnishings that are unique as well as sustainable, the market for secondhand furniture and dcor is on an upswing.

Auction search platform Barnebys found that the furniture, design and mirror category has grown 32 percent in the

past year. Reflective of millennials' larger embrace of the circular economy, they are showing a penchant for buying and reselling antique pieces at auction ([see story](#)).

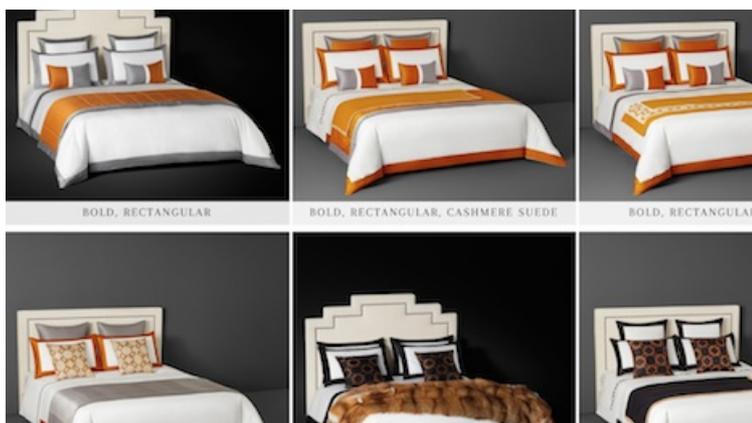


Gucci's AR app. Image Credit: Gucci

Gucci AR experience lets consumers try out Decor designs at home

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

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



Not content to rest: Frette's bold new look. Image credit: Frette

Frette CEO on why seasonal collections are out as linens brand contemporizes

Seeking to match heritage with contemporary needs of the market, Italy's Frette is transforming itself into a global lifestyle brand that goes beyond bathroom and bedroom linen to appeal to consumers and hospitality brands.

The 158-year-old home linens maker has introduced a new Style of Living concept centered around a lifestyle and eliminated the industry practice of introducing seasonal collections. Not only has the design sensibility changed, but so has the offering expanded to appeal to affluent younger consumers blankets, throws and decorative cushions in addition to bed-sheet sets, towels, table linen and night wear via more retail and digital touch points ([see story](#)).

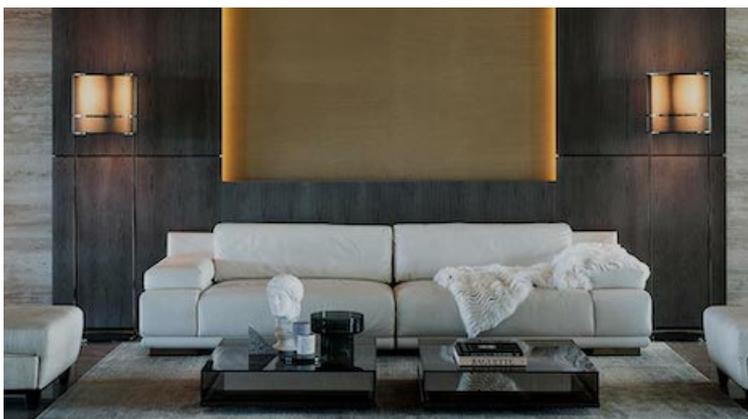


Image credit: Fendi Casa

## Fashion, auto brands encroaching on luxury furniture market

The luxury interior design and homeware sector is being disrupted as more fashion brands increasingly step into the rapidly-growing category.

According to Fashionbi's new "Design Meets Fashion" report, North America and Europe are dominating the luxury furniture market, which is increasing at a compound annual growth rate of 4.65 percent. Among the current trends driving the market are environmentally-friendly materials, multifunctional furniture and branded housewares, including collaborations between fashion labels and interior labels ([see story](#)).

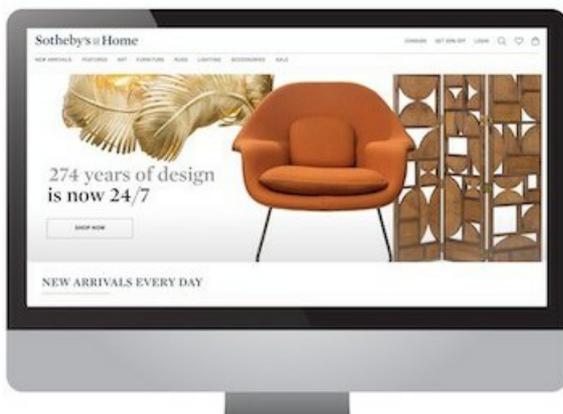


*LG Signature appliances are coming to Bloomingdale's. Image courtesy of Bloomingdale's*

## Bloomingdale's brings luxury appliances into its product mix

Department store chain Bloomingdale's launched a new "store within a store" concept catering to affluent consumers seeking premium appliances and electronics, in a new endeavor for the retailer.

Through a new partnership with LG Signature, Bloomingdale's will sell 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](#)).



*Sotheby's Home sells both new and secondhand furniture. Image credit: Sotheby's*

## Sotheby's seeks collectors, consignors with home marketplace

Auction house Sotheby's branched further into home furnishings with the launch of an ecommerce site devoted to vintage and antique furniture and decor.

Sotheby's Home is a secondhand marketplace that allows consumers to be both shoppers and consignors. In recent years, Sotheby's has been building out its ecommerce offerings, aiming to make it easier for collectors to acquire goods via auctions and direct sales ([see story](#)).



*JennAir's "Bound by Nothing" campaign aims to tear down luxury conventions. Image credit: JennAir*

JennAir appeals to modern consumers through kitchen "revolution"

Appliance maker JennAir is aiming to differentiate itself through a rebranding campaign that takes on preexisting notions of luxury.

"Bound by Nothing" follows in JennAir founder Lou Jenn's rebellious footsteps, speaking to the spirit of artists and innovators with product releases that focus on providing the means for self-expression. Launched concurrently with the Architectural Digest Design Show, the campaign reflects consumers' growing interests in unique, individual design ([see story](#)).

Home dcor looks up as remodeling, moving momentum continues

Increasing consumer confidence, growth in new home construction and the rise of the millennial homebuyer are set to boost the market for home furnishings.

A new report from Brown Gibbons Lang & Company notes that the housing market in the U.S. has been growing 4 percent year-over-year. As consumers build and buy new homes, dcor is poised to benefit as consumers seek out furniture and accessories to fill their houses ([see story](#)).



*Wedgwood is showing its green thumb. Image credit: Wedgwood*

Wedgwood speaks to sustainability, nature via flower shows

British home and lifestyle brand Wedgwood honored its roots through a partnership with the Royal Horticultural Society.

Wedgwood had a presence at three of the organization's flower shows this year, presenting conceptual garden installations or hosting attendees for tea. Along with inspiring consumers to embrace nature and gardening, Wedgwood took this as an opportunity to champion sustainable living ([see story](#)).



*Liaigre has opened a new showroom in New York's NoMad neighborhood. Image courtesy of Liaigre*

Home dcor is the new fashion: Liaigre president

French design house Liaigre is undergoing an evolution to engage more directly with clients as consumers increasingly take home dcor into their own hands.

Nearly 30 years after the opening of founder Christian Liaigre's first Parisian showroom in the 1980s, Liaigre has developed into a global brand. In 2009, Mr. Liaigre sold his company and passed over the creative reins, ushering in a new era at the interior brand ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

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