

HOME FURNISHINGS

## We look at our pieces like art: Lladr Americas CEO

January 17, 2019



*Lladr's pop-ups include its jewelry. Image courtesy of Lladr*

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By SARAH RAMIREZ

NEW YORK Luxury brands should be receptive to expanding beyond their original product offerings to grow in new markets and attract younger affluent.

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Speaking at Luxury FirstLook 2019 on Jan. 16, an executive from Lladr discussed how the porcelain maker has begun a new chapter. Partnerships and pop-ups have been key to introducing the heritage brand to new audiences, as well as expanding beyond traditional porcelain pieces.

"We have evolved with more product assortment," said Sandra Jordan, CEO of the Americas of Lladr, New York. "We continue to be innovative and show our heritage in a new light."

*Luxury Daily produced Luxury FirstLook 2019: Digital Acceleration*

### Rethinking porcelain

Over its 65-year history, Lladr has built a reputation for unique, handmade figurines.

However, the Spanish brand has also introduced new categories such as lighting fixtures and home accessories.

These offerings still reflect Lladr's commitment to handmade artistry.



*Lladr has expanded to new product categories. Image credit: Lladr*

For instance, its 1001 Nights candles, inspired by Arabian Nights, are hand-painted, hand-carved and hand-etched. Once the candle burns, it reveals a lithophane etched into translucent porcelain.

Lladr's home decor products include vases, mirrors, clocks and other decorative objects.

The brand is also highlighting its lighting pieces.

In addition to porcelain lamps and wall sconces, Lladr also sells elaborate chandeliers. Some borrow motifs from other Lladr figurines, such as the brand's iconic handmade fairies.

"We look at our pieces like art," Ms. Jordan said.

Hosting pop-ups in key markets is also vital for Lladr to introduce these new offerings to wider audiences.



*Lladr's Sandra Jordan speaking at Luxury FirstLook 2019*

Since joining Lladr, Ms. Jordan has organized the brand's first pop-up experience in the Hamptons. The concept store sold figurines, home decor, fashion accessories and lighting ([see story](#)).

A subsequent pop-up at Tysons Galleria featured the brand's new Light and Scent collections, the Jams lighting line and Moments tables. Lladr's strategy has shifted to revolve around creating products that are decorative and functional, such as accessories ([see story](#)).

"We wanted to show Lladr in a new light," Ms. Jordan said. "We've really highlighted our home decor, accessories objects more relevant for today."

Creativity and flexibility

Collaborations and special collections have given Lladr more mileage.

Lladr has partnered with Disney for a collectible range of character figurines, including Mickey Mouse, Peter Pan and others. The brand's "Designed By" collection features lines designed by artists such as Yasumichi Morita and Paul Smith.

From mashups between external designers and heritage houses to a meeting of two likeminded brands, working

with other parties provides the means for labels to showcase a different side of themselves and achieve newness. Collaborations often allow brands to do things they could not do themselves ([see story](#)).

Moving forward, Lladr is ramping up digital and omnichannel efforts as well.

Convenience and simplicity are key to reaching all HNWIs, according to a whitepaper from researcher Euromonitor. This includes allowing for seamless crosschannel experiences such as in-store returns for online purchases or searching bricks-and-mortar inventory from an ecommerce site ([see story](#)).

"We are working on becoming more omnichannel so everyone can buy the brand universally," Ms. Jordan said. "As we move forward, we are looking to do more into the digital."

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