

HOME FURNISHINGS

Artemest brings bespoke touches to wedding registry

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Artemest has launched a wedding registry. Image credit: Artemest

By STAFF REPORTS

Italian artisan ecommerce platform Artemest is positioning itself as a wedding gift destination through the launch of an online registry.

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Through Artemest's Web site and application, brides and grooms to be can select pieces that they wish to receive from family and friends. While many couples turn to department stores or other multi-brand retailers for their wide selections, Artemest is aiming to attract soon-to-be newlyweds with a range of 20,000 different goods.

Wedding bells

Streamlining the shipping process, all registry items ordered by gifters will ship at the same time. Through this, Artemest is able to offer free delivery while also planning the arrival for a convenient time for the couple, such as after their honeymoon.

After the wedding is over, couples will be able to purchase registry items that they did not receive at a 10 percent discount.



Artemest gives couples a concierge. Image credit: Artemest

Bringing a human touch to the process, Artemest is making concierges available to couples. This team will help the couple through the entire process, and will also act as a liaison to organize group gifts.

After the wedding, the concierges will even remind the couple about thank you notes.

Artemest recently brought its artisan wares to a new channel with the debut of its first mobile application.

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 ([see story](#)).

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