

HOME FURNISHINGS

## Savoir simplifies in rebranding

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*Savoir repositions for simplification. Image credit: Savoir*

By STAFF REPORTS

Bed manufacturer Savoir is rebranding itself, turning the focus back to its luxury status and emphasizing its craftsmanship and comfort.

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Working with London-based design studio Without, Savoir is repositioning itself to emphasize comfort and sleep, the factors most important to consumers when it comes to bedding. Products are now categorized into four labels, ranging from opulent starter to super-luxury.

Savoir-faire

Without states that Savoir was falling into issues with its positioning, seeing consumers confused by its extremely bespoke strategy.

In a more simplified manner, customers can now choose between No1, No2, No3 and No4 categories with a revamped Web site and ecommerce launching this summer. Through the retail-enabled site, customers will be able to start the ordering process and complete the beginning stages at home before meeting with the Savoir expert to finalize their custom order.

To further elevate the craftsmanship, Savoir is focusing on a variety of content on its site and owned media that brings viewers into its shop, showing off the work that goes into each bed.



*Savoir's rebranding. Image credit: Savoir*

Savoir was also previously known as Savoir Beds and dropped the latter word for a more prestigious sound.

With a strong British history, the brand will also focus on its heritage as well.

Heritage characteristics are brought into a new logo in a contemporary setting. In addition, an S entwined with 1905 will be featured on all its accessories and linen.

"We asked Without to elevate Savoir and portray a confident representation of our core values," said Sarah Frederickson, marketing director of Savoir, in a statement. "The team showed an instinctive understanding of the brand from the outset, and this has been reflected in the quality of the work.

"The refreshed identity and tone of voice has set a new direction for the brand that is really exciting and feels totally unique to us," she said.

Luxury beds have change significantly, similarly to many other sectors in luxury.

For instance, bed designer Duxiana even brought voice control into the bedroom, revealing an innovative product that exhibits just how prolific voice-activated speakers have become.

Alexa has now become a part of affluent consumers' sleep cycles with a new bed from Dux and audio technology provider Stell. Announced at the Consumer Electronics Show 2019 in Las Vegas on Jan. 7, Dux has designed a bed with Alexa integration with the hope of making technology a sleep aid rather than a distraction ([see story](#)).

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