

HOME FURNISHINGS

Top 10 home furnishings headlines of H1

July 16, 2019



Farrow & Ball is working with The Modern House to offer fly-on-the-wall content. Image credit: The Modern House

By STAFF REPORTS

Luxury home furnishings brands are modernizing in rebranding campaigns and category expansions aimed at the up-and-coming buyer.

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Home labels are embracing digital's potential for storytelling and shopping, whether turning to content partnerships or offering alternative forms of ownership. Even if they do not make their final purchase online, consumers' purchase paths are heavily influenced by digital interactions, making engagement on these channels imperative for brands.

Here are the top 10 home furnishings headlines from the first half of 2019, in no particular order:



Sub-Zero Group is launching a new branding campaign. Image credit: Sub-Zero

Sub-Zero Group develops branding campaign around culinary experiences

Kitchen appliance group Sub-Zero, Wolf and Cove is turning to a filmmaker to launch a new brand philosophy centered on the shared experience of food.

"Live Deliciously" focuses on the intangible side of eating, as recipes and shared meals create memories and bonds. For the effort, Sub-Zero Group tapped documentary director David Gelb to capture content around the

concept ([see story](#)).



Dacor's Chicago showroom. Image courtesy of Dacor, photo by Mark Campbell

Luxury home brands lacking cohesive voices, images: report

Luxury home brands need to clarify their identities and positioning to successfully stand out in an increasingly competitive market.

According to a case study by brand experience agency Mode, many premium and luxury home brands have room to improve how they present themselves to consumers on- and offline. Upscale brands including Bertazzoni and Thermador still were found lacking cohesion between their digital and physical ecosystems ([see story](#)).



Miu Miu collaborated on an exhibit located at Teatro Gerolamo. Image credit: Miu Miu

Luxury labels look to stand out at Milan Design Week

Luxury brands leveraged special events, exhibitions and partnerships as the design world descended on northern Italy for the annual Milan Design Week.

Companies from the apparel, automotive and home furnishing sectors were among those spotlighting their aesthetic appeal during the week's events. Hundreds of thousands attendees participate in Milan Design Week, also known as Salone del Mobile, making it an invaluable opportunity for high-end brands ([see story](#)).



Lladr's pop-up includes its jewelry. Image courtesy of Lladr

We look at our pieces like art: Lladr Americas CEO

Luxury brands should be receptive to expanding beyond their original product offerings to grow in new markets and

attract younger affluents.

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 ([see story](#)).

Farrow & Ball offers color inspiration in design documentaries

British wall coverings maker Farrow & Ball linked with real estate agency The Modern House to highlight how its products are used in real homes.

The four-part series "Living with Color" invited viewers into lived-in environments, asking the occupants to explain their paint choices and feelings on having particular hues surrounding them at home. This effort puts a personal spin on colors, painting a picture of the experience of living amid particular shades from Farrow & Ball ([see story](#)).



Duxiana integrates Alexa into the bedroom. Image credit: Dux

Duxiana crafts ultimate luxury bedtime experience with Alexa

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

Alexa will 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](#)).



Millennials are time-poor digital natives. Image credit: Casper

Education, ethics key for home brands seeking millennial consumers

Millennial consumers are shaking up the home industry by delaying ownership, shopping digitally and sourcing sustainably-minded goods, according to analysts from Euromonitor.

During a webinar hosted by the research firm, speakers noted that due to the size of the millennial population and where these consumers are in their lives, they are a key target demographic for home goods. One of the ways into millennial homes is through their parents' influence, as they turn to baby boomers for advice on everything from kitchens to gardening ([see story](#)).



Savoir repositions for simplification. Image credit: Savoir

Savoir simplifies in rebranding

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

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 ([see story](#)).



West Elm will offer decorative pillows and throws for rent. Image credit: West Elm

Rental services poised to disrupt home goods sector

Online fashion borrowing service Rent the Runway is working with West Elm to bring furnishings into the sharing economy, which could mean disruption is coming in luxury home goods.

Digital rental services have greatly shifted the retail landscape, but so far the home goods sector has remained largely unaffected, as consumers primarily buy to own. But Rent the Runway's new offerings by West Elm could open up the space for home goods consumption on a temporary basis, which would allow high-end, luxury furnishings to be offered at a lower price point ([see story](#)).



Online shopping becomes extremely prevalent. Image credit: Bloomingdale's

Crack the omnichannel code to win: Brizo exec

Despite behavioral differences across generations, all luxury buyers are united in a sense of discernment and a

quest for quality.

During a panel hosted by Brizo on Feb. 7 and moderated by Trend Hunter's chief insights officer Armida Ascano, speakers discussed how luxury today often revolves around convenience and simplicity, as consumers seek out retail experiences that are as easy as buying through Amazon. This includes a seamless, cross-channel shopping path that takes into account the increasingly complex purchase journey that consumers today take before committing ([see story](#)).

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