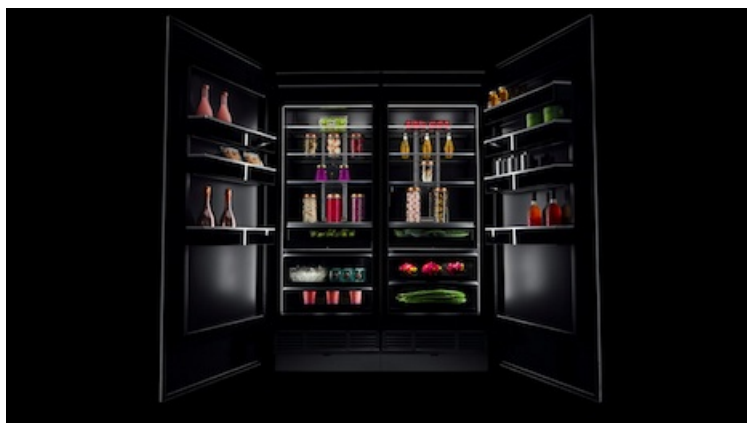


WEBINARS

What's up with real estate and home furnishings?

July 24, 2019



Making cold hot. Image credit: JennAir

By STAFF REPORTS

Please [click here](#) to register for the free webinar on Aug. 21 at noon to 1 p.m. (New York time) titled, "Property and Furnishings: How to Hit a Home Run"

As millennials enter the ranks of first- and second-home buyers, interest in property and furnishings is bound to rise and evolve differently from boomer and Gen X tastes.

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Younger affluent buyers who also influence the older cohorts want comfort and convenience in their homes and furnishings with key requirements: clean design, concierge facilities, smart-home connectivity and eco-friendly furniture, fixtures, appliances, plumbing and energy sources.

What effect will these consumers have on design, materials and marketing? How will developers, architects, interior decorators and technology companies adapt and cater to an affluent market that wants to imbue its values in homes, be they on land, sea or air? What role will designers play in the market as efforts to dabble in product manufacturing falter and furniture brands consolidate? How can luxury brands furnish homes with products such as furniture, linens, china, rugs, appliances and objets d'art that increasingly do not simply signal opulence and yet embody quality and uniqueness?

In this [free hour-long webinar](#) hosted Wednesday, Aug. 21 at noon to 1 p.m. New York time by Luxury Daily, panelists will discuss:

- What factors are driving property sales in key affluent markets worldwide?
- What do consumers want to see in their home furnishings that should inform manufacturers, marketers and service providers in their current and future offerings?
- What role is technology, ecommerce and social media playing in informing home and furnishings' tastes and shaping behavior across all generations?
- Brands that are getting it right in the home furnishings space

- Best-practice tips for marketers to tap into the zeitgeist while also retaining their core values as they meet home and furnishing market demands

Panelists:

Katy Olson, editor, Architectural Digest Pro

Jon Hall, product and marketing director, JennAir

Chris Ramey, president, The Home Trust

Stephanie Anton, president, Luxury Portfolio International

Moderator: Mickey Alam Khan, editor in chief, *Luxury Daily*

Webinar attendees can request a copy of the presentation deck

This Luxury Roundtable **webinar** is part of *Luxury Daily's* mission to inform, educate and inspire its valued subscribers. Thank you so much for your willingness to spend a precious hour with us.

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