

REAL ESTATE

## Sotheby's Realty links with Perigold for virtual staging

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*Perigold focuses on upscale home furnishings. Image courtesy of Perigold*

By STAFF REPORTS

Sotheby's International Realty is bringing a branded, shoppable touch to its augmented reality experience through a partnership with Wayfair's luxury furniture platform Perigold.

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Through the Curate by Sotheby's International Realty application and Web site, consumers can virtually place Perigold furniture into their rooms, staging their rooms in a prospective home. For Perigold, this also places its offerings in front of affluent consumers who are planning a move.

"Our collaboration with Perigold builds upon the continued excitement from our global network and agents to provide clients with the latest and best in technology," said John Passerini, global vice president of interactive marketing, Sotheby's International Realty Affiliates LLC, in a statement. "Perigold's fine furnishings include pieces from cutting-edge innovators and heritage-rich mainstays, making them ideally situated to advance the Curate by Sotheby's International Realty AR app.

"The addition of the high-end furnishings will further enable Sotheby's International Realty sales associates to stage a home that best suits the aesthetic and lifestyle of their clients," he said.

Virtual reality

Sotheby's Realty has leveraged augmented reality to give consumers the ability to visualize what a property would look like with various dcor styles.

Curate by Sotheby's, powered by roOmy, lets users view a potential home through the lens of their phone and project desired furnishings, wall art and more within the space to see how it would look ([see story](#)).

The Perigold extension works in a similar manner, letting consumers place Perigold items in space to visualize interior design.



*Sotheby's AR app gives customers a better look at what their homes could look like. Image credit: Sotheby's International Realty*

In addition to the consumer-facing integration, Sotheby's agents can use Perigold furniture to virtually stage a listing on the brokerage's app or Web site.

These stagings will be shoppable for consumers, pointing them towards Perigold merchandise.

Launched in 2017, Perigold is centered on luxury brands such as Ralph Lauren Home and Missoni Home.

Many of these brands were previously exclusively available in designers showrooms or specialty stores, making them more accessible to consumers ([see story](#)).

"At Perigold, we're delighted to work with Sotheby's International Realty to help take their luxury property listings to the next level with extraordinary furniture and dcor from the design world's top names," said Rebecca Ginns, general manager of Perigold, in a statement.

"Through this relationship, consumers and real estate agents alike will discover how fine furniture and dcor some of which were previously only available to industry professionals can truly elevate a room and captivate even the most discerning clientele," she said. "Regardless of the style of home, having the right furnishings can be one of the most powerful tools when creating a space that is sure to leave a favorable impression."

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