

HOME FURNISHINGS

## Home furnishings sector's top 10 headlines of 2019

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*Neiman Marcus' Art of Sleep campaign saw the launch of an online-only offering of mattresses. Image credit: Neiman Marcus*

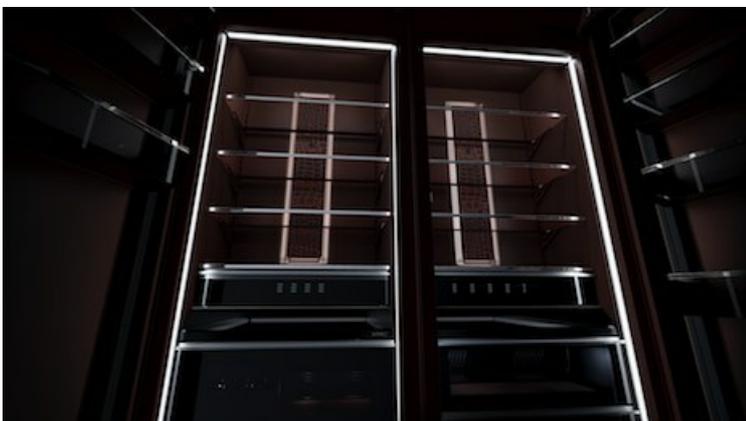
By STAFF REPORTS

In 2019, the home category continued to embrace digital disruption via ecommerce sales, rentals and connected furniture.

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While decor purchase paths still often involve in-person viewings, consumers have warmed to buying furniture and other home goods sight unseen, opening the door for more online selling in the luxury home segment. This year, home brands also sought to reinvent themselves for today's audience with campaigns and collections that focused on experiences and customization.

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



*JennAir Burlesque Refrigerator. Image credit: JennAir*

**Home brands need to evolve to match consumers' customization cravings**

Function has become a given in luxury home goods, placing greater emphasis on brands who can differentiate themselves through design and flexibility.

According to a webinar hosted by Luxury Daily on Aug. 21, customization is one of the most important aspects for buyers, as they prefer brands that can give them options to suit their personal tastes and express themselves. Technology and media are democratizing interior design and giving consumers more access to tools and services, but they are also fueling consumers' disinformation and confusion, calling for education and relationship building ([see story](#)).



*Duxiana integrates Alexa into the bedroom. Image credit: Dux*

### [Duxiana crafts ultimate luxury bedtime experience with Alexa](#)

Luxury bed designer Duxiana is bringing 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](#)).



*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](#)).



*Baccarat works with Lady M to open special dessert dining experience. Image credit: Baccarat*

### Baccarat combines cakes and crystal with a trip across the US

French crystal-maker Baccarat is bringing cake to dessert lovers throughout the United States, as a truck carrying the pastries embarks on a cross-country journey.

Working with pastry maker Lady M Cake Boutique, Baccarat has designed a cake truck to open up operations in California, but will first treat customers throughout the U.S. Baccarat plans to launch the Cake Truck's trip from its New York boutique ([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](#)).



*Little for everyone: Christofle mood party tray as part of its Art of Versatility approach. Image credit: Christofle*

### French silversmith Christofle undertakes its most radical makeover yet

French silversmith Christofle has undergone a root-and-branch makeover, ditching its Art of Sharing positioning for an Art of Living approach to its newly expanded line of products.

The repositioning comes a year and a half after McKinsey veteran Nathalie Remy took over as CEO with the mandate to make Christofle relevant to younger affluent consumers and discerning corporate customers ([see story](#)).



Neiman Marcus lounge and sleepwear in "The Art of Sleep": Sleep in the bed you make. Image credit: Neiman Marcus

### Neiman Marcus tests the sale of five-figure luxury mattresses in online-only push

To push its ecommerce business, department store giant Neiman Marcus has debuted a new collection of luxury mattresses as part of its "The Art of Sleep" campaign.

The Irving, TX-based retailer has joined forces with luxury mattress providers Aireloom, Royal-Pedic, Sferra and Shifman to launch an exclusive collection on NeimanMarcus.com and Horchow.com, promising 40 winks without compromise ([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](#)).



*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](#)).



*Perigold focuses on upscale home furnishings. Image credit: Perigold*

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

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.

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 ([see story](#)).