

HOME FURNISHINGS

## Chairish showcases offerings in colorful, rhythmic campaign

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*Chairish is an online vintage furniture, art and home accessories sales service. Image courtesy of Chairish*

By KATIE TAMOLA

Online vintage furniture service Chairish has released a new short to expand its audience of design-loving consumers as more people look to invest in home furnishings.

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In two 30-second vignettes, Chairish highlights its wide array of chic, unique and colorful products the brand hopes consumers will not be able to live without. The unique spots present consumers with disparate photos of the products alongside narration that highlights the versatility of Chairish in the form of a poem.

"Through our new advertising campaign, Chairish aims to introduce our brand to new audiences of home design lovers and position Chairish as the leading online shopping destination for chic, high-end home furnishings," said Anna Brockway, cofounder and president of **Chairish**, San Francisco. "The two spots both convey Chairish's eclectic, sophisticated style and delightful product discovery experience.

"For those who don't know us yet, we wanted to highlight Chairish's expert curation of exclusive and diverse inventory, spirited attitude and refreshing shopping experience," she said.

What will you Chairish

The brand's first new short film opens with what the organization deems as "Chairish," the must-have product a consumer did not know they needed.

Chairish is the unusual seat a consumer has been seeking, a unique flamingo-shaped lamp, an emerald barware set and beyond.

*Viewers receive an invitation into the world of Chairish, where they just might find the perfect product they did not know they needed.*

The narrator of the film describes the furniture service as "a great big emporium for explorers of style, who turn color and shape into spaces that smile." The entire short is told in the style of an upbeat, rhyming poem.

From start to finish, the video is eye-catching. It features text mirroring the narrator's poem in conjunction with an

amalgamation of unique and colorful products Chairish offers. Some of the products featured include a kidney-shaped sofa, an olive-colored love seat, cushions, decorative items including vases and stuffed animals and more.

The second vignette follows the same style: a colorful showcase of the wide range of products Chairish offers, with a narrator describing the products in the form of a poem. The narrator also describes the furniture service as a "divine oasis for the imagination."

The Chairish website offers ready to ship products, decorative suggestions based on room, custom items, rugs, art and lighting. The website also includes articles featuring ideas on home decorating and interviews with design experts.



*Chairish offers a wide range of products for consumers. Image courtesy of Chairish*

One vignette ends with an invitation to consumers.

"Discover the things you've been dying to own," the narrator says. "How in the world will you Chairish your home?"

Lighting and seating and sculptures, oh my

In 2019, Chairish acquired New York-based furniture platform Dering Hall, which it said made it the largest platform for high-end home furnishings in the United States. This effort reflected Chairish's aim to bring consumers an easier discovery and shopping process by bringing together many brands ([see story](#)).

As consumers consider their home furnishings while spending so much time in their own homes, wish lists have become longer and more extensive.

Last year, online retailer Net-A-Porter unveiled a lifestyle hub on its platform just in time for the holidays as it looked to capitalize on affluent's desire to nest amid the lingering pandemic. Ceramics, throws, books, technology and fragrances are some of the items on offer as part of the new decorative objects and soft decor sections of the retailer's site ([see story](#)).

Chairish's new vignettes also showcase its bright, bountiful offerings.

"We selected these items to showcase our vast inventory, a true emporium of the best of the best in high-end home furnishings," Ms. Brockway said. "The pieces reflect some of our most popular trends including statement lighting, animalia, sculptural decor, seating and bold colors."