

HOME FURNISHINGS

Wedgwood welcomes consumers to lively tea party

April 28, 2021



Wedgwood is redefining luxury homeware. Image credit: Wedgwood

By SARAH RAMIREZ

British home and lifestyle brand Wedgwood is inviting consumers to an eclectic tea party in an effort centering individualism and curiosity.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

"The Home of Daring Curiosity" campaign brings viewers to an English manor where they learn "how to Wedgwood." The short film livens up the brand and appeals to a younger audience at a time when more affluent are investing in home furnishings and homeware.

"Differentiation in luxury is driven by brand desire; product is secondary," said Chris Ramey, CEO of **Home Trust International**, Palm Beach, Florida. "This campaign demonstrates Wedgwood is far more than blue bone china.

"The whimsical video juxtaposes the formerly formal brand against a hip and colorful estate," he said. "This is how luxury marketers create brand desire in a category seldom considered."

How to Wedgwood

The film opens with a brief and lively montage before a vintage-style camera bulb flashes to break the fourth wall. Then, the camera opens to an extravagant sitting room where a group of friends is playing cards.

"Georgia, darling, would you explain Wedgwood to our guests?" a male narrator, as the shot focuses on a young woman.

"I'd love to, but before you understand Wedgwood, you'll need to know how to Wedgwood," Georgia replies directly to the camera.

Wedgwood shares its rules for life

She guides the camera to the kitchen. As she retrieves a boiling tea kettle, Georgia reveals the first rule: indulge.

"One mustn't deprive themselves of the finer things in life," Georgia explains, as she is seen pouring a colorful cup of tea. The friends surround the dining room table, which is covered with fine china, fruit, biscuits and more.

The second Wedgwood rule: create.

"Life's too short to be black-and-white, so when in doubt, add a little color to it," Georgia says to the audience. She follows her own advice, pouring a bright yellow paint onto a drop cloth for an undisclosed art project.

The third rule: be yourself.

Georgia encourages the audience to be bold, not bland; curious, not coy and daring, not dull. Other models pose for the camera, and in one scene, Georgian effortlessly appears to pull the tablecloth from underneath the set dishes.

Finally, the fourth and "most important" rule: entertain.



The guest are a little eccentric at the Wedgwood tea party. Image credit: Wedgwood

From a sock puppet show to a shot of Georgia prepared to rock behind a drum set, it is clear Wedgwood finds entertaining to be a seriously playful matter. Georgia further encourages viewers to entertain others, dressing up or dressing down and simply live in the moment.

Reuniting, the group poses for a picture outside, with the models holding Wedgwood teacups and vases.

After another flash of the camera bulb, they all joyously jump into the pool fully dressed. Adding to the whimsy of the vignette, the models wave to the camera as they pretend to drink tea in the pool and underwater.

Maxing out

Luxury home furnishings are having a moment, especially online, as COVID-19 has forced affluent consumers to spend long periods of time at home and cut back on other experiential spending.

The market for online home decor, which reached \$98.4 billion in 2020, is likely to balloon to \$348.3 billion by 2027, according to forecasts released last year in the [Online Home Decor: Global Market Trajectory & Analytics report \(see story\)](#).

As the category grows, maximalism is also becoming a predominant trend after years of minimalism.

In a series of vignettes, online vintage furniture service Chairish highlighted 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 product photos alongside narration that highlights the versatility of Chairish in the form of a poem [\(see story\)](#).

Italian fashion house Versace also recently shared a glimpse of its glamorous world filled with art and fashion in a new furniture campaign. The film followed an eccentric group of Versace-clad models through their luxurious lives living in an extravagant Roman home [\(see story\)](#).

For its part, Wedgwood is leveraging this campaign as an opportunity to present itself in a more youthful light to stand out from other luxury brands in the space.

"Objects or services that are acquired infrequently will thrive only if they adopt a luxury business model," Mr. Ramey said. "This starts with a marketing-first philosophy.

"The campaign challenges what we thought we knew about formality and informality, as well as Wedgwood and fine bone china," he said.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.