

HOME FURNISHINGS

Roche Bobois settles into designer spirit

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The videos began releasing earlier this month. Image credit: Roche Bobois/Flavien Carlod and Baptiste Le Quiniou

By ZACH JAMES

French home furnishings brand Roche Bobois is leaning on internal talent to uplift its creations.

In the midst of the spring/summer season, the label is releasing a series of interviews with its creative team to spotlight the importance of French art de vivre or art of living, in English to its furniture's ethos. Speaking with five designers, each sporting a long history with the maison, topics of local culture, influences and more ground the quirky conversations.

"This is most definitely a brand awareness and emotional connective branding campaign targeting the creative, thoughtful luxury consumer with a bit more of a refined taste and market knowledge; I would say the sophisticated luxury consumer," said Vincent Krsulich, CEO of [Martini Media](#), New York.

"I do think this approach short-form videos with specific Roche designers helps elevate the French culture of art de vivre," Mr. Krsulich said. "Design and function combined with beauty and sophistication truly is the art of living well, isn't it?"

Mr. Krsulich is not affiliated with Roche Bobois, but agreed to comment as an industry expert.

Looking within

Entitled "Small French Talks," the five-episode YouTube series takes the form of quick-fire interviews with the brand's in-house creatives and longtime collaborators.

Speaking with French designers Fabrice Berrux, Sacha Lakic, Sophie Larger, Christophe Delcourt and Philippe Bouix, the maison learns what art de vivre, and furniture creation as a whole, means to the group.

Mr. Berrux kicked the series off on March 12

Each video is roughly a minute in length, with the questions for each guest remaining mostly the same, drawing from a selection of common queries. Topics at hand are wide-ranging, touching on everything from the subjects' favorite dishes to the spots around Paris they hold most dear.

Throughout the shorts, audiences get a sense of the people behind Roche Bobois' products, creating an air of authenticity and potentially giving consumers a greater sense of connection to the brand. French culture and art de vivre are the focal points of the conversations, as unique design aesthetics drive the creators' respective works.

Mr. Berrux, the first interviewee for "Small French Talks," harps on the irreplicable nature of French art de vivre.

"It's a little something others don't have," Mr. Berrux says in the video.

Mr. Bouix is the latest to appear on the show

"Both a search for meaning and the art of pleasure."

With consumers continually demanding a sense of connection to the luxury labels they support ([see story](#)), Roche Bobois' new series could be a way to achieve this goal.

"The short-fire question/answer tactic is a great way to illustrate [art de vivre]," said Mr. Krsulich.

"In addition, using internal and loyal talent shows the love the company has for their design," he said. "It defines authenticity; it is believable.

"And, perhaps the competition will be a bit envious of how passionate the Roche team is about their job, their way of life."

Outside activations

As that audience demand is increasing, other brands, including a few in the luxury decor space, are adapting to these desires.



The maison is uplifting its staff and their work through the new video content. Image credit: Roche Bobois

French lifestyle brand Lalique is at the forefront of this marketing behavior, tapping a Michelin-starred chef from one of its restaurants to help bring a floral, gastronomic campaign to life ([see story](#)).

Outside of the furnishings space, many companies have been spotlighting internal talent in honor of Women's Month ([see story](#)). Chief among them is Canadian department store chain Holt Renfrew, which took a similar approach to Roche Bobois, sitting down with its female employees oft unseen to discuss the importance of empowerment and a trailblazing mindset ([see story](#)).

As the year progresses, it seems likely more and more labels will take this approach in platforming internal talent, both celebrating staff members and potentially ingratiating themselves with a wider luxury audience along the way.