

EMPOWERING LIVES THROUGH KNOWLEDGE AND IMAGINATION

MILANO | ITALY

“Digital Transformation in Design Furniture”

MAFED Master in Fashion, Experience & Design Management for
Fondazione Altagamma

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Agenda

1. Research objectives and methodology
2. **Digital transformation**
 - a) General definition
 - b) Definition applied to the furniture industry
 - c) The impact on the furniture industry: opportunities and obstacles
3. **Customer Journey in the furniture industry**
 - a) Touchpoints identification
 - b) Trends in the furniture industry
4. **Analysis**
 - a) Research methodology (Mystery shopping, Interviews, Benchmarking and Focus Group)
 - b) Results and Conclusions
5. **Take aways**
6. **Annex**

Research objectives and methodology

Research is based on three objectives:

Understanding the global design furniture customer evolution:

- What are the existing attitudes and new behaviors?
- What is the expected evolution of customers in the next 5-10 years?
- What is the role of Millennials?

Building the ideal Customer Journey:

- Understanding how the company is approaching the physical, human and digital touchpoints within the customer journey
- How are companies personalizing the customer journey according to the brand identity?
- How are companies engaging existing customers and how are they attracting new ones?

Understanding the evolution of digital communication:

- How are digital tools helping to better deliver information and content?
- Are digital tools facilitating emotional customer engagement?

Methodology:

Desk Research

Field Mystery Shopping

Interviews

Ms. Nadal, *B&B*

Mr. Alessi, *Alessi*

Prof. Salviotti, *Bocconi*

Mr. Tamburi, *TIP*

Ms. Marina Lanfranconi,
Milegal law firm

Benchmark Analysis

Focus Group



Defining

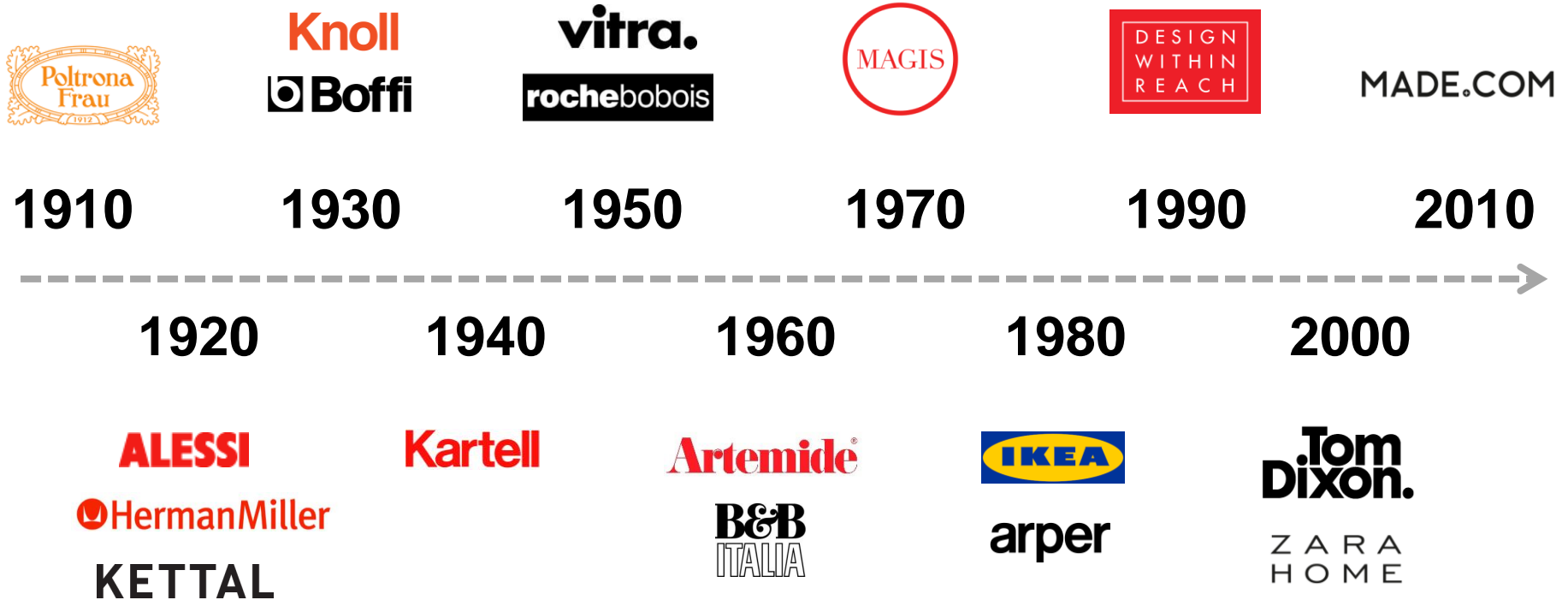


Defining what Digital Transformation means and what is the impact on the furniture industry

Digital transformation

Evolution of the furniture industry

From an industry with few specialized players to a highly competitive environment with a wider range of product offer and price range



Digital Transformation

General definition

Digital technology impacts how companies work and is transforming the following three main areas:

Transforming existing Business Models

- New revenue streams
- New digital business models: new distribution channels (e-commerce, Apps or hybrid models)
- Adding new digital features to products (smart connected products)



Transforming Operating Processes

- Digitalizing processes of the supply chain to improve efficiency and flexibility
- Changing the way people works
- Improving performance management (collecting data and better decision making – data analytics)
- Proposing new development processes and innovative products (e.g. 3D printing)

Transforming the Customer Experience

- Transforming the way companies understand customers (CRM)
- Creating new touchpoints to improve relationship with customers
- Having a better interaction with customers (new digital tools, social media, etc.)

Digital Transformation

Definition applied to the furniture industry

Transforming existing Business Models

Made.com is offering bespoke or designer furniture directly from manufacturers at affordable prices. Moreover, they invite users to vote and choose what designs should be manufactured.

MADE.COM

“New way to buy furniture: cutting out the fuss so you can get beautifully made pieces at affordable prices”



Transforming Operating Processes

B&B Italia is leveraging the in-store sales process by adding digital touchpoints (e.g. interior decoration consultancy service for free)

B&B
ITALIA

“Consumers are more concerned about industrial goods customization than craft made products” Ms. Lucia Nadal, B&B, July 2016

Transforming the Customer Experience

“Companies need to be closer to consumers, understand their needs and desires. Digital is a very important tool that helps creating stronger relationships with customers, personalize the offer in terms of process and contextualize it.” Mr. Matteo Alessi, September 2016

ALESSI

Digital transformation

The impact on the furniture industry

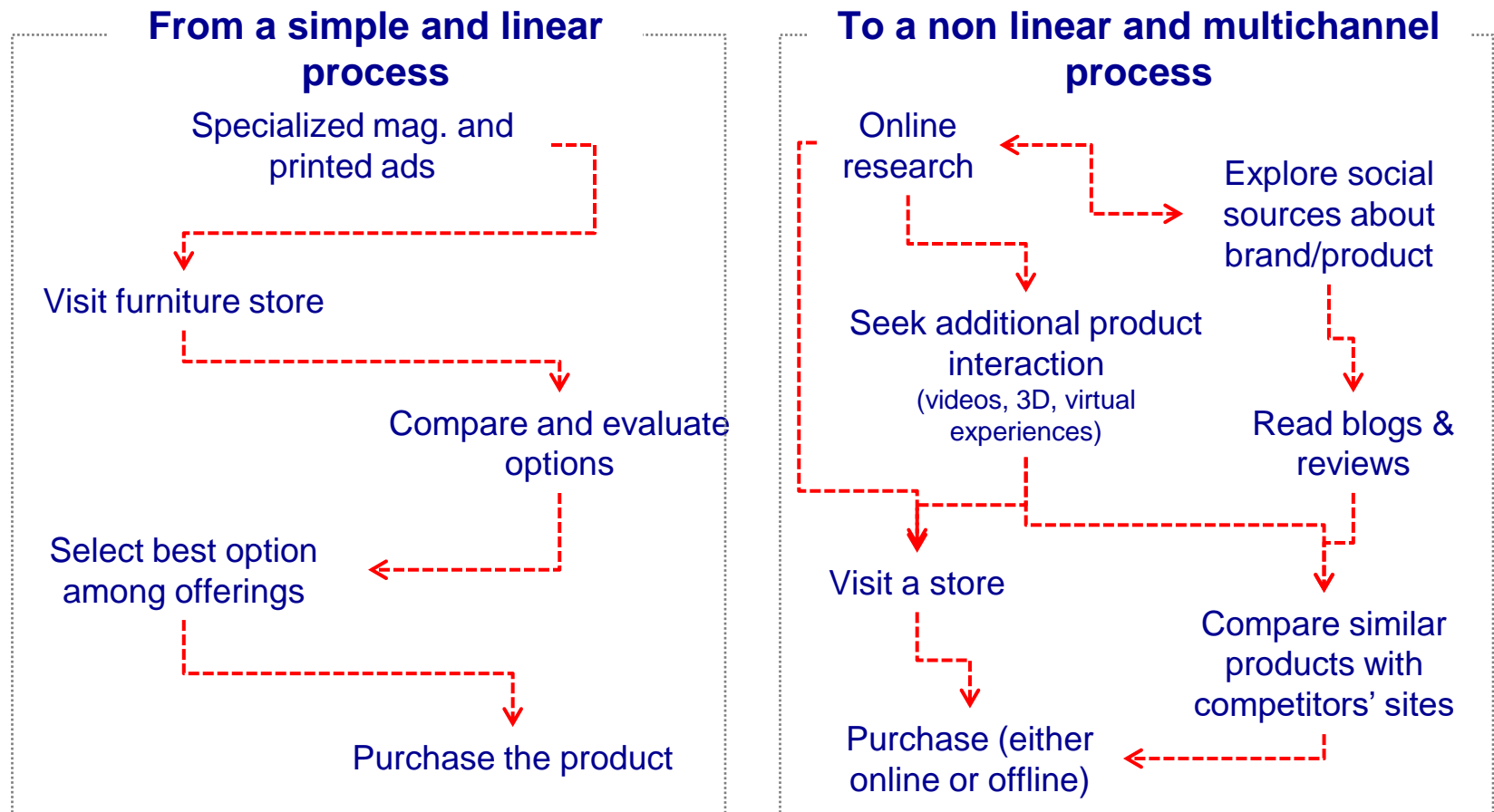
Digital transformation is still frail in design based companies and there is room for development in the following areas:

	Opportunities	Obstacles
New Business Models	<p>Empower the e-commerce: online sales are still marginal but strongly growing</p> <p>New innovative and successful online models (e.g. full price or flash-sales platforms)</p>	<p>Traditional business made out of a wide network of distributors</p> <p>E-commerce is easy to be adopted by companies selling small design products (e.g. Alessi)</p>
Customer Experience	<p>Create an entertaining in-store experience through digital tools and high level of service</p> <p>Enhance storytelling and generate editorial content to make brands visible through social media and website</p> <p>Build a CRM strategy to better understand customers</p>	<p>High end brands are more reticent to install digital tools as quality is not optimized or at the level of luxury companies</p> <p>Majority of Italian design companies were founded by entrepreneurs belonging to previous generations and thus are less sensitive to new digital tools</p>
Operating Processes	<p>Improving performance management by collecting data to meet customers needs</p> <p>New manufacturing technologies: robotics, 3D printing, etc.</p>	<p>Industrial companies are afraid of digitalization as it requires high investments</p> <p>Luxury furniture industry is based on artisanal processes and usually do not have the latest digital competencies</p>

Customer journey in the furniture industry

A new complex customer journey

The new digital reality has dramatically changed the customers' journey in the furniture industry. Today, the majority of furniture buyers **start their buying process online, browsing products, reading blogs and social media before going to a physical store.**





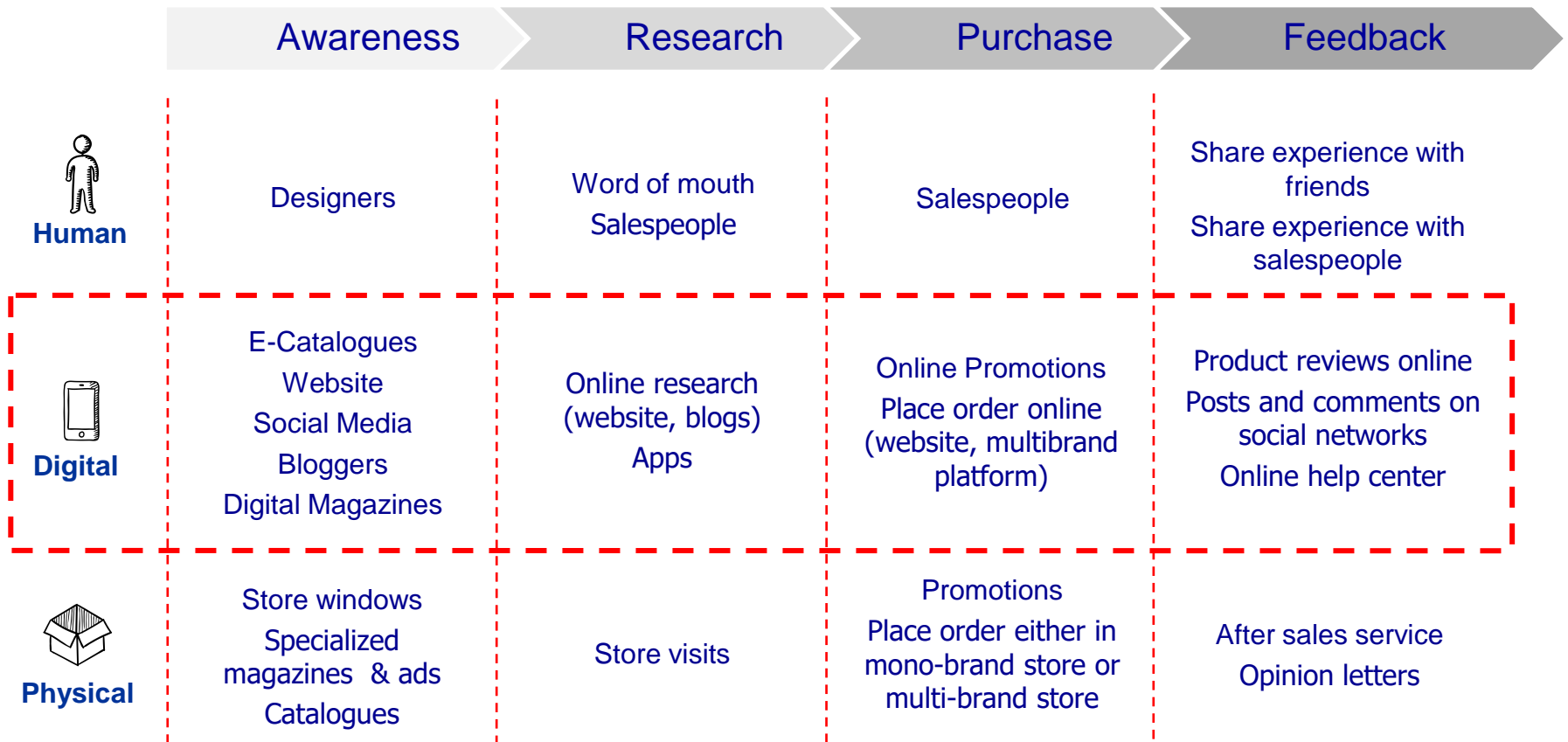
Focus

Having defined the concept of Digital Transformation, our Analysis will be focusing on this new digital touchpoint dimension and its main trends

Customer journey in the furniture industry

Touchpoints identification

Technology has radically changed customers' journeys adding a new touchpoint dimension thus adding more complexity to the customer journey:



Customer journey in the furniture industry

Luxury Design vs. High-end Fashion and Luxury Cars

Customer journey for design/durable goods is more complex and differs from other luxury goods:



Need / passion



Self gifting / gift



Status and emotional connections / collectors

Collective decision (couple, family) mediated – strong power of experts (e.g. Interior Designers, Architects)

Personal items, experts opinion not essential

Personal or collective decision - requires high level of information gathering (online and offline)

Purchases are planned

Impulse purchases

Rational and planned purchase

Consumers (Europe) expect high level of customization

Dominant vision of designers, customization is limited

Consumers expect high level of customization

Products require waiting time for production

Ready to buy (except of MtM and Haute Couture)

Products require waiting time for production; supercars have a limited production

Not frequent purchases – difficult to engage (lifecycle)

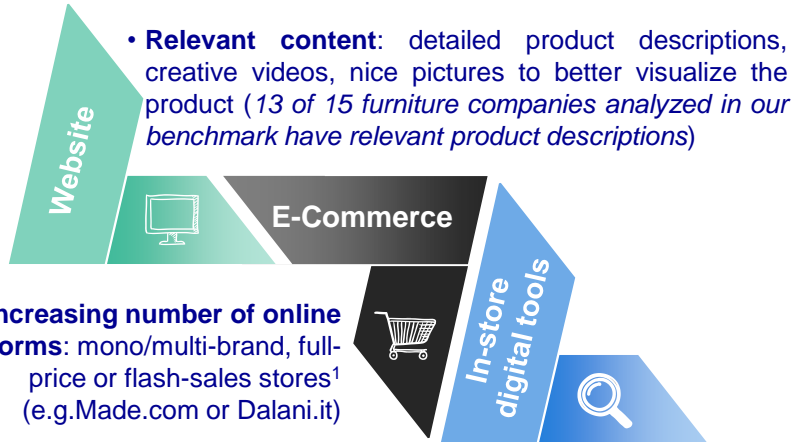
Recurring purchases (lifecycle)

Not frequent purchases – consumers expect seamless experiences (lifecycle)

Trends in the furniture industry

Digital Touchpoints

- Social media are a tool **offering customer service, facilitating the collection insights, and enabling idea generation** (Prof. Salviootti, Bocconi)
- Brand's **online magazines** with articles about collaborations, introducing designers and interior designs' trends (*8 of 15 companies analyzed in our benchmark have an online magazine*)



- **Relevant content:** detailed product descriptions, creative videos, nice pictures to better visualize the product (*13 of 15 furniture companies analyzed in our benchmark have relevant product descriptions*)
- **Increasing number of online platforms:** mono/multi-brand, full-price or flash-sales stores¹ (e.g. Made.com or Dalani.it)
- **Furniture brands are starting to develop their own online stores** (*6 of 15 companies analyzed in our benchmark have an e-shop*)

- **QR codes** to download the catalogues, product descriptions (e.g. Alessi)
- **Tablets and video walls** showing the process of creation of the products (e.g. Poltrona Frau)
- **Virtual reality** to visualize products²



- Adapted version for all devices: printed and digital (*13 of 15 companies analyzed in our benchmark have a digital version*)
- **Relevant information about the creation process and designer improves engagement** (e.g. Herman Miller, Kartell or Magis)
- Insert **QR codes linked to product content** or to the e-shop landing page (e.g. Alessi or Ikea)



Social Media & Design Blogs

- **Room planning software** to interact with products and **3D renders** (e.g. Design Within Reach, Roche Bobois or Kettal)
- **Apps to virtually place items** around the room or **download digital versions of catalogues** (e.g. Ikea, Artemide or B&B Italia)



Source: 1) <http://nova.ilsole24ore.com/esperienze/il-mercato-delle-flash-sales/>

2) Deloitte Prediction 2016: <http://www2.deloitte.com/global/en/pages/technology-media-and-telecommunications/articles/tmt-pred16-media-virtual-reality-billion-dollar-niche.html>

3) Suite Q - The changing world of furniture retail (http://cdn2.hubspot.net/hub/327696/file-785740263-pdf/White_Papers/WHITE_PAPER_-_Furniture_Retailers_Visualization.pdf?t=1400008637109)



Analysis

Research Methodology (1/2)

Our analysis was conducted during July 2016 and is structured by the following 5 parts:

Mystery Shopping

Testing how furniture brands are providing seamless in-store experiences regarding the customer journey. We analyzed how brands are leveraging their in-store “3D” touchpoints: human, digital and physical (Milan, July 2016)

Benchmark Analysis

Comparing digital performance among industries: furniture, cars, watches and fashion. We focused on 3 digital tools: website, social media and editorial content, and virtual product experience (online analysis, July 2016)

Best Practices

Among the companies examined in the benchmark analysis, we highlighted the best practices in the furniture, watch and car industries

Focus Group

Conducted one focus group to better understand key drivers of Millennials consumer behavior in the luxury furniture industry: values and associations, consumption habits and attitudes towards design brands (September, 2016)

Take Aways

Delivering recommendations regarding the 3 objectives defined at the beginning of the project: understanding the global design furniture customer evolution; building the ideal customer journey; understanding the evolution of digital communication

Research Methodology (2/2)

Selected brands: we gathered 19 companies from the 4 different industries. We have chosen the above mentioned industries because watch and car industry customer journey is similar to furniture; fashion is becoming a leader in terms of digital

Fondazione Altagamma Partners		Others	
Alessi	Home accesories	Burberry	Fashion
Artemide	Lighting	Magis	Furniture
B&B Italia	Furniture	Ikea	Furniture
Boffi	Kitchen	Tom Dixon	Furniture
Ferrari	Automotive	Roche-Bobois	Furniture
Kartell	Furniture	Rolex	Watches
Poltrona Frau	Furniture	Vitra	Furniture
		Kettal	Furniture
		Arper	Furniture
		Knoll	Furniture
		Herman Miller	Furniture
		Design Within Reach	Furniture, lightening & home accesories

Mystery Shopping* Results



	Category	Welcoming and sell-oriented approach of sales people	Collection of data for CRM	Digital presence (iPads, digital screens, configurators)	Virtual experience	Attractive product display and interaction	Window attractiveness
Alessi	Home accessories	✓	✗	✓	✗	✓	✓
Artemide	Lightening	✗	✗	✗	✗	✗	✗
B&B Italia	Furniture	✓	✗	✗	✗	✓	✗
Boffi	Kitchen	✓	✓	✗	✗	✓	✓
Cassina	Furniture	✓	✗	✗	✗	✓	✓
Flou – Natevo	Furniture	✓	✗	✗	✗	✗	✗
Flos	Lightening	✗	✗	✓	✗	✗	✗
Fontana Arte	Lightening	✗	✗	✗	✗	✓	✓
Kartell	Furniture	✗	✗	✗	✗	✗	✓
Magis	Furniture	✗	✗	✗	✗	✗	✗
Meritalia	Furniture	✓	✗	✗	✗	✗	✗
Poltrona Frau	Furniture	✗	✗	✓	✗	✓	✗
Roche-Bobois	Furniture/ Home accessories	✓	✗	✗	✗	✓	✗

Mystery Shopping Results



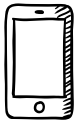
Mystery Shopping



Human

- **Welcoming salespeople** able to enhance the store experience by **guiding the customer and providing useful information** like available in-store services, distribution, etc. (e.g. **Alessi, Poltrona Frau, Boffi, Flou- Natevo**)
- In-store **customization service** (e.g. **Poltrona Frau, B&B Italia, Cassina**)

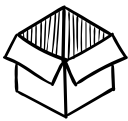
- Low level of interaction between potential customers and salespeople who are not sell-oriented and welcoming (e.g. **Kartell, Artemide, Flos, B&B Italia**)
- **Lack of initiative in collecting customers' data for CRM purposes**



Digital

- Few of them offer the **possibility of buying directly online from the store** (e.g. **Alessi**)
- Digital devices showing videos about the manufacturing process and/or telling the brand storytelling (e.g. **Poltrona Frau, Flos, B&B**)
- **Good level of interaction between the website and the store** (omnichannel approach). e.g. **Alessi, Roche-Bobois**

- **Very few in-store digital interactions** (e.g. lack of references to download apps or visiting the website)
- **Scarcity of digital tools and basic technology:** iPads, TV's with videos and catalogues (e.g. **Magis, Roche-Bobois, Boffi**)
- Configurators or virtual experiences are not yet in-store
- **Low Interaction between the website and the store**



Physical

- All the stores have printed catalogues and product brochures
- Attractive products display creating real interior spaces (e.g. **Boffi, Kartell, Poltrona Frau, B&B Italia, Roche-Bobois**)

- **Weak in-store storytelling** (e.g. **Meritalia, Magis or Boffi**)
- **Not so creative in products display** (e.g. **Flos, Artemide, Magis**)

Digital Benchmarking Analysis

Definition of parameters



Benchmark
Analysis

Digital transformation is still frail in design based companies and there is room for development in the following areas:



Website

- **User friendly:** smart and intuitive navigation, convenient content illustration
- **E-shop:** ability to products on the website of the company
- **Brand heritage and storytelling:** dedicated area on the website providing information regarding the essence, mission and values of the company
- **Relevant product descriptions:** detailed product descriptions (materials, dimensions, maintenance instructions, etc.), information about the designer and information about the manufacturing process
- **Digital content:** aesthetics, presence of videos, images, music, and interactive content

Social Media & Editorial Content

- **Number of followers:** number of followers by July 10th, 2016
- **Frequency of posts:** daily (“d”), weekly (“w”: 1-7 July 2016), monthly (“m”: June 2016), or yearly (“y”: 2015)
- **Editorial content:** presence of a dedicated section with articles and inspirational ideas provided by the company

Virtual Product Experience

- **3D configurators:** software that allows customers to obtain 3D product illustrations and room layout blueprints
- **Customization:** option to customize (from minor alterations to a made-to-order logic)
- **Apps:** option to download brand apps in order to enhance experience or more detailed info regarding products
- **Online catalogue:** presence of digital catalogue (interactive - link to product pages, save products, highlight contents – or not)

Benchmark of Digital tools

Brand Website


 Benchmark
Analysis

	User friendly	e-shop	Brand Heritage / storytelling	Relevant product descriptions	Digital Content
★ Alessi	✓	✓	✓	✓	✓
Artemide	✗	✗	✓	✓	✓
B&B Italia	✗	✗	✓	✓	✓
Boffi	✗	✗	✓	✓	✓
★ Kartell	✓	✓	✓	✓	✓
Poltrona Frau	✓	✗	✓	✓	✓
Roche Bobois	✓	✗	✓	✗	✓
Magis	✓	✗	✓	✓	✓
Arper	✓	✗	✓	✓	✓
Kettal	✓	✗	✓	✓	✓
★ Tom Dixon	✓	✓	✓	✓	✓
Vitra	✓	✓*	✓	✓	✓
Knoll	✓	✓*	✓	✓	✓
Herman Miller	✓	✓*	✓	✓	✓
Design Within Reach	✗	✓*	✗	✗	✓
★ Burberry	✓	✓	✓	✓	✓
★ Ferrari	✓	✓	✓	✓	✓
Rolex	✓	✗	✓	✓	✓
★ Ikea	✓	✓	✓	✓	✓

*not available in Italy

★ they meet all parameters

■ Altgamma group

Benchmark of Digital tools

Brand Website conclusions



Overall, companies are well communicating their brand image through their websites



Furniture brands' websites adopt the role of a showroom (usually not user-friendly) rather than a site where customers can live a seamless experience



The majority of furniture websites have detailed and complete product descriptions and e-catalogues

Fashion brands or design companies selling more "affordable" products usually have e-shops



E-shops are rarely available for furniture, luxury watches and cars due to the peculiarity of the product and the level of service required

Benchmark of Digital tools

Social media and blogs

Benchmark
Analysis

	Facebook		Instagram		Pinterest		Twitter		Google +		Youtube		Editorial Content
	#	✓/✗	#	✓/✗	#	✓/✗	#	✓/✗	#	✓/✗	#	✓/✗	
Alessi	86k	✗	49k	✗	2,3k	✗	n.a.	n.a.	237	✓	1k	✓	✗
Artemide	76k	✗	42,8k	✗	751	✗	7,1k	✗	18	✗	500	✗	✓
B&B Italia	72k	✗	78,7k	✗	9k	✓	9,9k	✗	34	✗	1,3k	✓	✗
Boffi	4k	✗	3k	✗	302	✗	n.a.	n.a.	43	✗	n.a.	n.a.	✗
Kartell	453k	✓	104k	✓	10,4k	✓	32k	✗	3	✗	1k	✓	✗
Poltrona Frau	70k	✗	18k	✗	2,4k	✗	7,6k	✗	17	✗	500	✗	✗
Roche Bobois	76k	✗	18,7k	✗	1,4k	✗	1,5k	✗	56	✗	1,2k	✓	✓
Magis	357k	✓	53,6k	✗	830	✗	5k	✗	n.a.	n.a.	353	✗	✗
Arper	16k	✗	6k	✗	2,3k	✗	6,4k	✗	n.a.	n.a.	251	✗	✓
Kettal	10,4k	✗	166k	✓	1k	✗	13,2k	✗	n.a.	n.a.	86	✗	✗
Tom Dixon	83,4k	✗	191k	✓	17,5k	✓	41,2k	✗	167	✓	n.a.	n.a.	✓
Vitra	228k	✓	166k	✓	15,4k	✓	55k	✓	n.a.	n.a.	1,8k	✓	✓
Knoll	40k	✗	122k	✓	18,5k	✓	48k	✗	275	✓	623	✗	✓
Herman Miller	287k ¹⁾	✓	173k	✓	13k	✓	392k	✓	n.a.	n.a.	4,5k	✓	✓
Design Within Reach	195k	✓	236k	✓	38,3k	✓	41,6k	✗	n.a.	n.a.	373	✗	✓
Burberry	17m	✓	7,1m	✓	175k	✓	6,8m	✓	5,2m	✓	262k	✓	✗
Ferrari	16,2m	✓	139k	✓	n.a.	n.a.	229k	✓	6m	✓	280k	✓	✓
Rolex	5,5m	✓	1,3m	✓	16,7k	✓	n.a.	n.a.	0	✗	45k	✓	✓
Ikea	1,2m ²⁾	✓	180k	✓	352k	✓	583k	✓	166	✓	15k	✓	✓
Average¹	137k		95k		9k		51k		94		1k		



¹ The average has been calculated among the furniture, lightening and home accessories companies

✓ If over the average ; ✗ If under the average ★ they meet all parameters

■ Altgamma group

Benchmark of Digital tools

Social media and blogs conclusions

Benchmark
Analysis

Companies like Kartell and Vitra have been able to create a strong community of followers by generating original messages and contents



Companies like Rolex, Ferrari or Burberry are posting content that enhances their storytelling and heritage in almost all social media channels

Our research confirms that furniture companies are “late comers” in the field of social media compared to companies of other industries

Benchmark of Digital tools

Virtual product experience


 Benchmark
Analysis

	3D configurators	Customization	App	Online catalogue	
				Yes/No	Interactive
Alessi	X	✓	✓	✓	X
Artemide	✓*	X	✓	✓	✓
B&B Italia	X	X	✓	✓	X
Boffi	X	X	X	✓	X
Kartell	X	X	✓	✓	X
Poltrona Frau	X	X	✓	✓	X
Roche Bobois	✓	✓	✓	✓	✓
Magis	X	X	X	✓	X
Arper	✓	X	X	✓	X
Kettal	✓	✓	X	X	X
Tom Dixon	X	X	X	X	X
Vitra	✓	X	✓	✓	X
Knoll	X	✓	X	✓	X
Herman Miller	✓	X	✓	✓	X
Design Within Reach	✓	X	X	✓	✓
Burberry	X	✓	✓	✓	✓
Ferrari	✓	✓	✓	X	X
Rolex	X	X	✓	✓	X
Ikea	✓	X	✓	✓	✓

*not available in Italy

Benchmark of Digital tools

Overall Conclusions



The benchmark analysis revealed that luxury furniture companies are less digitalized compared to other high-end industries



There is great opportunity of growth for luxury furniture companies to leverage on their deep and solid roots: know-how, superior quality, heritage and Made-in-Italy

The main question is how to deliver these values digitally:

- Reaching a good coverage on social media
- Adopting user-friendly website/apps interfaces
- Including more editorial content
- Enriching the dialogue with the customers: understanding their needs and customizing not only products but also services

Benchmark of Digital tools

Conclusions



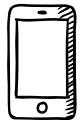
Examples of Best Practices



Brand Website

- Overall, companies are **well communicating their brand image** through their websites.
- The majority of furniture websites **have detailed and complete product descriptions and e-catalogues**.
- Fashion brands or design companies selling more “affordable” products usually have e-shops.

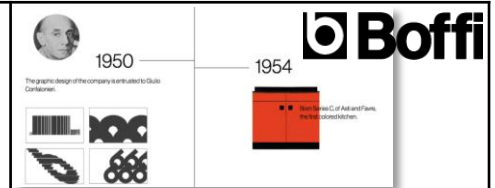
- Furniture brands’ websites are **not offering seamless experiences** to customers. They are simple showrooms **lacking interactivity**.
- E-shops are rarely available for furniture, luxury watches and cars due to the peculiarity of the product and the level of service required.



Social Media & Blog

- Companies like Kartell and Vitra have **build a strong community by sharing original content**.
- Companies like Rolex, Ferrari or Burberry are posting content that **enhances their storytelling and heritage**.

- Furniture companies are **“late comers” in the field of social media** compared to companies of other industries.





Focus group

Focus Group

Research methodology

We conducted a **focus group** to better understand key drivers of Millennials' consumer behavior in the luxury furniture industry. We invited participants to discuss about their **values and associations to high end design furniture brands and their consumption habits and attitudes** regarding their customer journey.

Participants



Age range [23 – 31]



Status:

2 single

2 married

1 in a relationship

Results

*“From a luxury design brand I would buy **pieces that have a long life cycle**”
(e.g. sofas, kitchen furniture, beds, dining tables)*

*“I like to have a look at multi-brand furniture stores to get informed about the latest trends. I will probably not enter but instead **check the windows and if feel attracted I would enter.**”*

Most of Millennials would **appreciate guidance and advice related to interior design as well as augmented reality tools.**

Online research (website, social media and blogs) is the first step followed by visiting the store or showroom. **“Attractive websites are an incentive to visit the store”**

Millennials consider themselves as **not loyal customers** towards furniture brands: they prefer to **mix and match according to their personal style.**

Millennials are **constantly seeking inspiration and ideas** from blogs, design magazines, freelance interior designers or new trendy brands.

Focus Group Conclusions

In the luxury furniture industry, **physical stores still remain the main point of sale for Millennials**. Customers want to see and touch the product and feel the quality of materials. Therefore, **retail experience needs to transmit/highlight the brand identity and values**. However, **websites is the first touchpoint of the furniture customer journey** and thus they need to be appealing and with relevant content in order to increase customers that visit the stores.



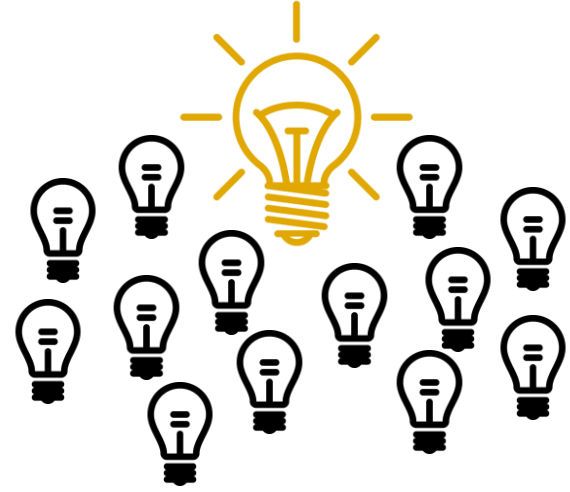
Millennials are not loyal to furniture brands and when furnishing their homes they follow their own style by simultaneously gathering **inspiration from social media (Instagram and Pinterest), design magazines and blogs**. Brands should collaborate with young interior designers as they are the main influencers for new young customers.

Luxury furniture brands should focus on their social media strategies and increase editorial content since Millennials are looking for inspiration through these channels.

Brands' communication strategies **have to shift from a product-focus perspective to a more lifestyle-focus**. Brands need to invest more in collaborations with blogs and influencers. Millennials are looking for fascinating and alluring storytelling, consistent to their own personal lifestyle and aesthetics, that will make them get emotionally attached to their home environment.



Take aways



Take-Aways

Understanding the global design furniture customer evolution

Facts



Customers purchase design furniture when there is need and/or emotional connection to the products.

Customers still consider the store as the place where they can touch/feel and experience products and eventually proceed to a purchase.

MILLENNIALS

- Millennials are more likely to be influenced by social media channels such as Instagram, Pinterest and interior designers' blogs.
- Millennials do not consider themselves notably loyal to a specific brand opposed to Baby Boomers.
- When furnishing their own interiors they mix and match according to their personal taste.

Recommendations



Design brands need to understand consumers in order to better meet their needs and offer them a personalized experience through appropriate CRM tools.



Millennials are more concerned about their personal taste: brands should offer customized services in order to meet their expectations.

Stores: customers are more educated and aware of trends, thus salesforce should be able to provide a higher level of expertise and support, giving direction and solutions to clients requests (an interior designer approach).



To meet the mix and match trend, brands could benefit from partnerships or collaborations with other brands that are consistent to their stylistic identity and culture in order to complete the product offer.

Take-Aways

Building the ideal customer journey

Facts



Luxury furniture brands have complex and long customer journeys that need to consider many different touchpoints (human, digital and physical dimensions)

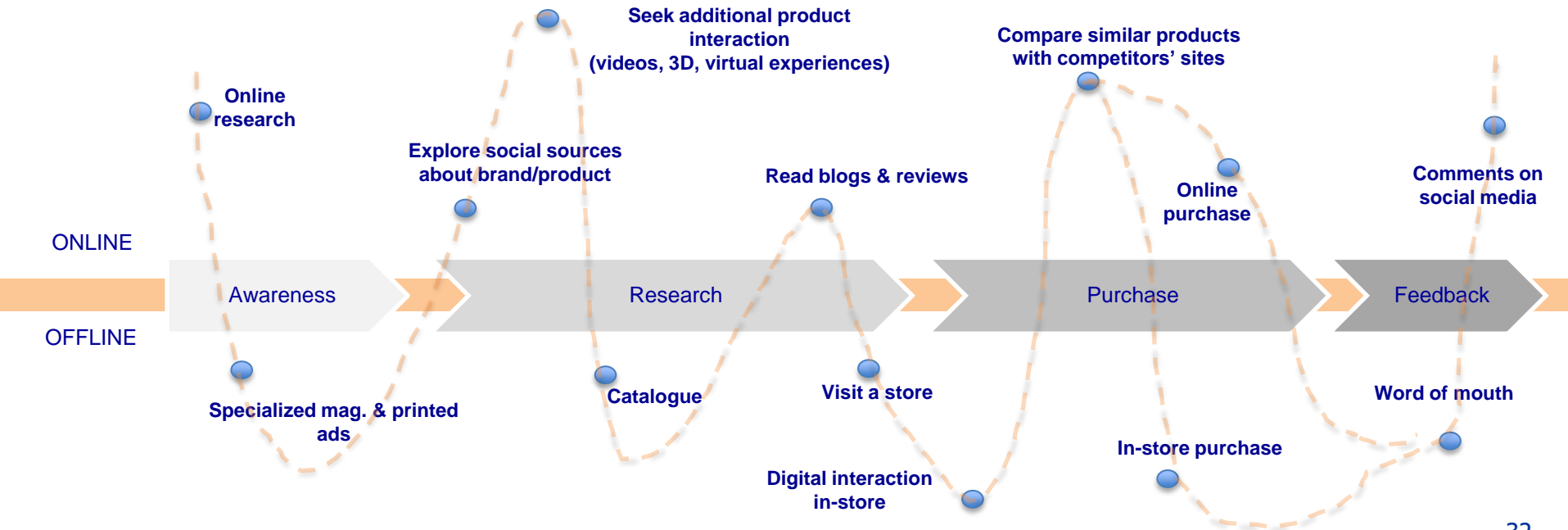
E-commerce and digital tools are not exploited by design furniture companies mainly because of the nature of products (e.g. Boffi and kitchens or Poltrona Frau and sofas)

Recommendations



Physical touchpoint is essential in the design furniture customer journey. Brands need to provide a superior experience in-store and pursue an omnichannel approach connecting the digital, human and physical touchpoints.










Design customer journey needs to be coherent and aligned with all existing touchpoints: same tone of voice and messages through all the available channels.



Take-Aways

Building the ideal customer journey



	Awareness	Research	Purchase	Feedback
Human	 <p>Contact clients once a year: new products, special offers, maintenance service, etc. Invite them to visit the store</p>	<p>Problem solving approach of salesforce as clients are already well informed.</p> 	<p>Collect clients information to build a data base for CRM purposes</p> 	<p>Salespeople collecting feedback in order to make sure clients are satisfied</p> 
Digital	<p>Attractive and interactive website</p> <p>Building strong social media community</p>  <p>Collaboration with design blogs</p>	<p>Virtual product experience: room planning tools, customization configurators, etc.</p> <p>Apps with catalogues, product brochures, designers info.</p> 	<p>E-SHOP</p> <p>Online store</p> <p>Option to place orders online</p>	<p>Social Media can be used as a channel to exchange opinions with customers</p>  <p>After sales e-mail contact</p>
Physical	<p>Outstanding / attractive window stores</p> <p>Collaboration with design magazines</p>	<p>Interactive printed catalogues: QR codes linked to more details about the product (e.g. creation/manufacturing process) or augmented reality software</p>	<p>Define a buying ceremony in store</p>  <p>Option to purchase online from the store</p>	<p>Mail newsletters with the latest products and collaborations</p> 

Take-Aways

Evolution of Digital Communication

Facts



Design furniture companies still offer a basic in-store customer experience. Companies can take advantage of appealing digital tools that provide attractive and seamless in store customer experiences.

Websites are among the initial touchpoints of the customer journey. Customers visit websites to gather information about the products and the brand. However, buying online is not yet a priority for luxury design customers as they want to feel and touch the products in store.



Design brands have frail social media strategies and not enough editorial content to engage followers. Millennials follow design blogs and interior designers since they are sources of inspiration.

Recommendations



- QR codes that are linked to videos or editorials of a specific product
- Developing apps with exclusive information about the brand, products and designers
- Offering virtual product experiences, both in store and website, where customers can design their own products and rooms

Websites need to be appealing enough to attract the customers into stores. They need to make an impactful first impression.

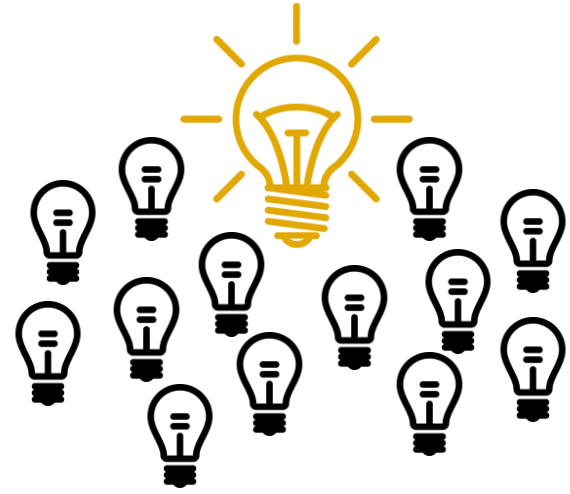
- User friendly, appealing visuals, consistent content
- Detailed information about product features, designers and manufacturing process
- Highlight all available services: customization, store location, customer service, etc.



Brands should shift from a product focus perspective to a lifestyle focus posting content with inspiring and attractive visuals that will emotionally connect with followers. Collaborations with interior designers and blogs would help increase the relevance and visibility of design brands.



Annex - Best practices



Best Practices

Definition of parameters and selected companies

Parameter	Definition of Parameter	Best Practice
Website		
User friendly ¹	Features that make websites easier to navigate (e.g. menu driven programs, graphic interfaces, or online help systems)	Kartell , Kettal, Tom Dixon, Alessi
E-shop ¹	Ability for customers to shop through online stores	Alessi , Kartell , Tom Dixon
Brand Heritage ²	Brands that have built a legend/track record around a name, place, iconic product and logo	Alessi , Boffi , Poltrona Frau , Rolex, Ferrari
Brand Storytelling ³	Brands having a narrative built around a strong unifying idea, plot, intriguing characters and a strong implementation strategy	Alessi , Tom Dixon, Vitra
Relevant product descriptions	Detailed product descriptions (materials, dimensions, maintenance instructions, etc.), information about the designer and information about the manufacturing process	Alessi , Magis, Arper, Kettal, Kartell
Digital Content	Aesthetics, presence of videos, images, music, and interactive content	Magis, Arper, Kettal
Social Media & Editorial Content		
Social Media	Strong social media coverage with appealing content	Kartell , Vitra, Jaeger-LeCoultre, Mini, Land Rover, Ikea, Knoll
Editorial Content	Presence of a dedicated section with articles and inspirational ideas provided by the company	Vitra, Arper, Tom Dixon, Artemide
Virtual Product Experience		
3D Configurator ¹	Offering computer graphics generating three dimensional product illustrations and room layout blueprints in the display screen	Roche Bobois , Kettal, Ikea, B&B Italia , Design Within Reach, Ferrari
Apps	Option to download brand apps in order to enhance experience or more detailed info regarding products	Artemide , Alessi , Herman Miller
Catalogues	Presence of digital catalogue (interactive - link to product pages, save products, highlight contents – or not)	Artemide , Poltrona Frau , Ikea, Roche Bobois

Sources: 1) [definitions provided by Webopedia \(dictionary of tech terms\)](#)

2) 3): definitions provided by Prof. Stefania Saviolo, SDA Bocconi

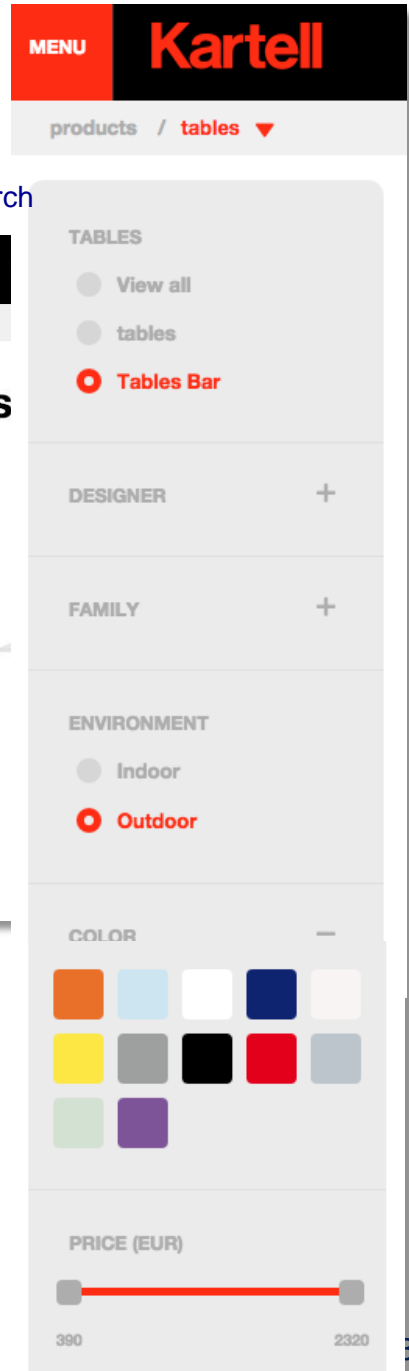
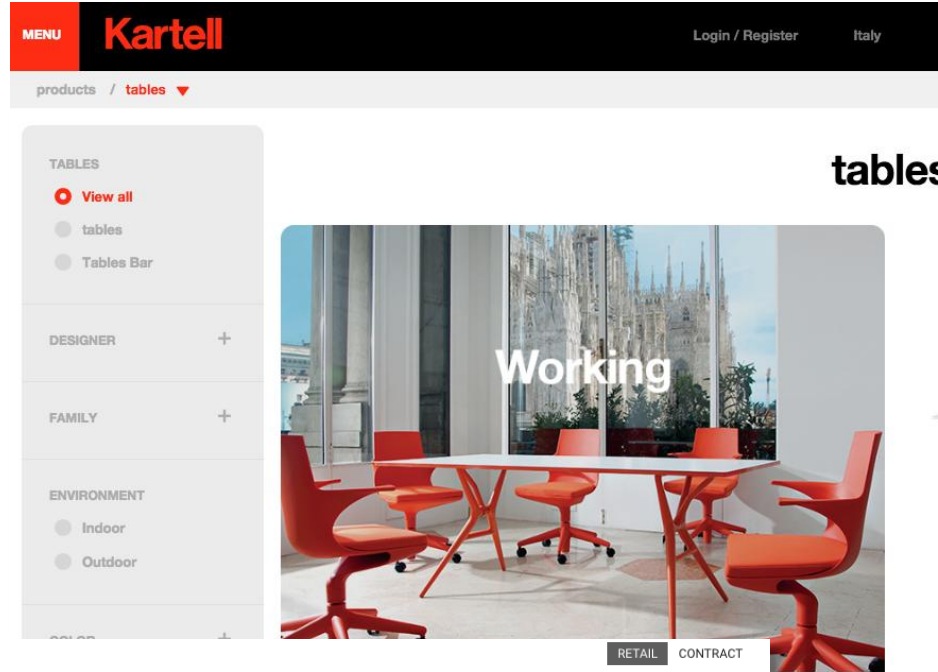
Furniture industry – best practices

Website: User friendly

We based the evaluation of websites' user-friendliness on the presence of:

- Easily modifiable, detailed product research
- Clear and self explanatory navigation path
- Visible, relevant easily understood graphics

Modifiable detailed product research



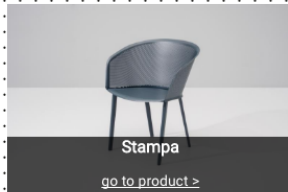
KETTAL

Typology / Chairs

Product Designers News Company

By typology ▾ By Designer ▾ By Material ▾

Kettal Stampa
designed by Ronan and Erwan Bouroullec.

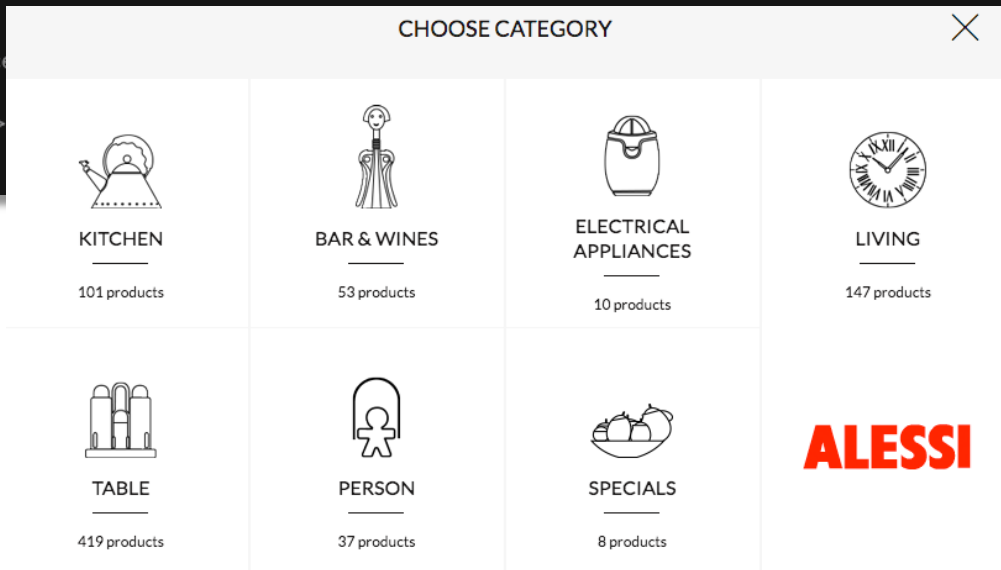
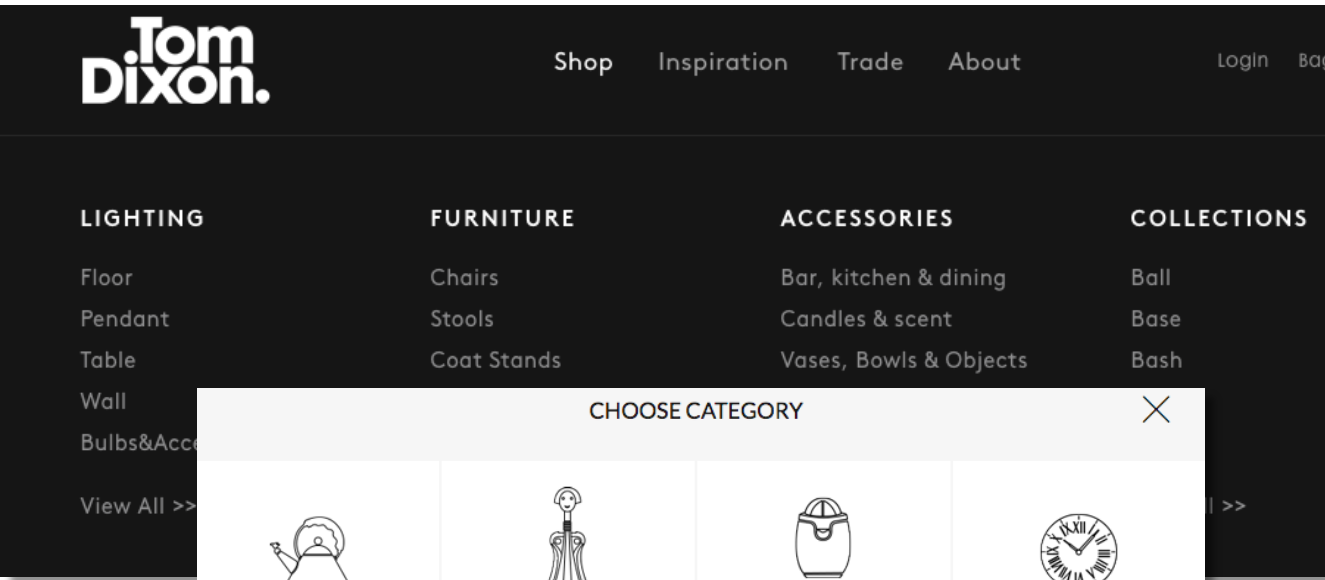


Clear navigation path

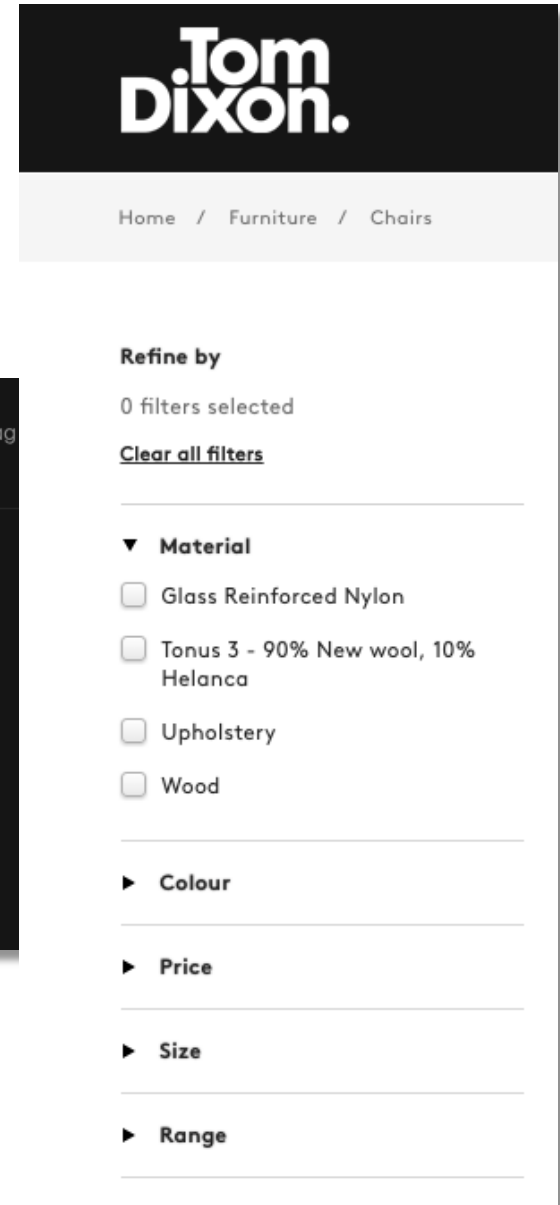
Furniture industry – best practices

Website: User friendly

Modifiable detailed product research



Visible, easily understood graphics



Furniture industry – best practices

Website: e-shop

We based our e-shop evaluation on the following criteria:

- User friendliness
- Detailed product description
- Sales assistance
- Ease in finding shipping & return policies
- Ease in finding and comparing prices

The screenshot displays the AlessiShop website interface. At the top, there is a navigation bar with a red 'SHOP BY CATEGORY' button, the 'ALESSISHOP' logo, and a currency selector set to '€ EUR'. On the right, there are icons for customer support, a user profile, a heart icon, and a shopping cart with a '1' item indicator.

The main content area is titled 'CART' and shows a single item: 'Pulcina' (Cod: MDL02) priced at € 48.00. Below the item is a '+ INFO' button and a 'Gift box' checkbox. Underneath, the 'OPTION SHIPPING' section offers two choices: 'Standard delivery (3-4 days)' for € 8.00 and 'Express shipping (1-2 days)' for € 15.00. A 'PROCEED' button is visible at the bottom right of the cart area.

On the right side, a 'PROMOTIONAL CODE' section prompts the user to enter a coupon code. Below it, a 'SHOPPING BAG' summary shows: 'ITEMS IN CART 1', 'SUBTOTAL € 48.00', 'SHIPPING € 8.00', and 'TOTAL € 56.00'. A 'CUSTOMER CARE' section at the bottom right offers contact options.

The product details for the 'AVIO' tray (COD: 115) are shown below the cart. It features two variants: '115/35' (€ 38.00) and '115/40' (€ 45.00). A magnifying glass is positioned over the '115/40' variant, highlighting its 'AVAILABILITY LOW' status and the 'ADD TO CART' button. The product description for the AVIO tray states: 'Still present in its elegant simplicity, this tray is the well design atmosphere of the years in which it was created, in which for the first time the design concept was introduced in the horizon of household.' Below the product details, there are social media icons, a 'FREE SHIPPING ABOVE € 150.00' banner, a '14 DAYS RETURN POLICY' banner, and a 'CUSTOMER SERVICE' banner.

Easy to find and compare prices,
detailed product description

Sales assistance, easy
to find shipping &
return policies

Furniture industry – best practices

Website: e-shop

SCOOP HIGH

€1,200.00

In stock

 International Shipping Available

Qty:

Add to Bag

[Assist me](#) | [Add to wishlist](#)



dining or side chair all about comfort. by applying upholstery to an injection-foam shell to create the seat. Scoop also v back version. Further fabric and colour available; please contact our Customer at customerservices@tomdixon.net

Additional delivery charges apply to this items and deliveries beyond mainland UK may require special delivery services and may take a little longer to arrive. Once we've received your order we will be in touch to make arrangements.

Dimensions & Specification	+
Trade & Press Downloads	+

Kartell

User-friendly



BACK

Dr.Na
PHILIPPE STARCK



EUR 423.00

SELECT COLOR



White Wax

SELECTED COMBINATION:

Material: **30% Polypropylene, 45% SMC, 25% Aluminium**
Height: **73 cm**
Diameter: **60 cm**

ADD TO CART



[Shipping and Returns](#)

Detailed product description, sales assistance, shipping policies

Tom Dixon.

Furniture industry – best practices

Website: Brand Heritage

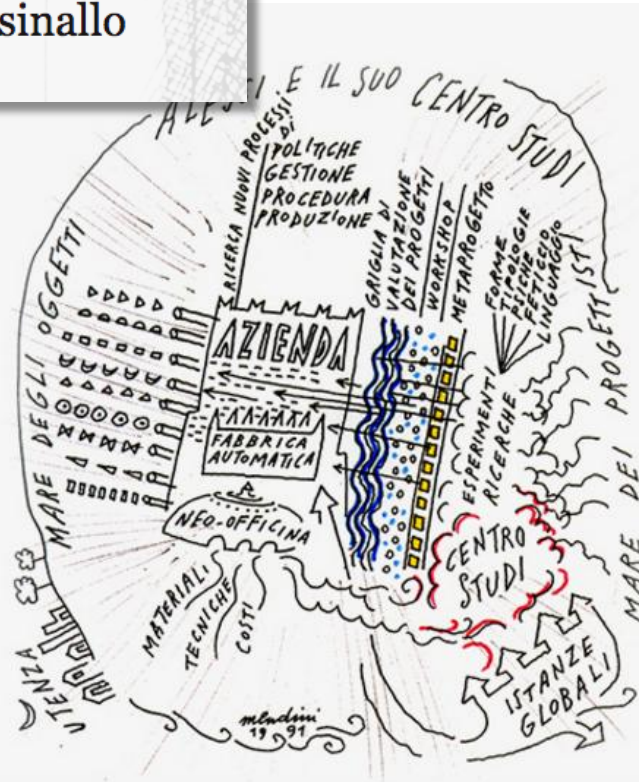
ALESSI

Since the company's foundation in 1921 the majority of Alessi products have been manufactured through the cold working of metals, a tradition that is kept alive today by the skilled workers at the Crusinallo plant in Omegna.

Brand heritage is about track record, longevity, core values



- Clear mission statement
- “Immensity of Creative Potential” is the engine that is creating the brand legend
- Icon products



MISSION

Founded in 1921 as a “Workshop for the processing of brass and nickel silver sheet metal, with foundry”, Alessi has always stood out for the high quality of its products. In almost a century of history, the company has gradually evolved to become one of the leading “Factories of Italian design”, capable of applying its expertise and excellence in design management to many different product types. Open to change and international development, Alessi at the same time has a strong bond with the traditions and cultural background of its area and continues to be synonymous with handcrafted objects produced with the help of machines.

Alessi's mission is now one of translating its quest for the most advanced cultural, aesthetic, design and functional quality into mass production. Designer products are the result of the constant reconciliation of art and industry, of the “Immensity of Creative Potential” and the needs of the market. The company is committed to a design approach in which the most advanced expression of international creativity is always balanced against the desires of the general public. Alessi has been described as a “Dream Factory”, which uses its products to make people's dreams come true, providing them with the Art and Poetry that

Furniture industry – best practices

Website: Brand Heritage



1934 1947 1950 1954 1954 1960 1963 1980 1989 1995 1996 1997 1998 1998 2000 2001 2002 2003 2004 2006 2007 2008 2010 2011 2012 2014 2015 2016

Detailed brand history, beautiful illustration, easy to navigate



1950

The graphic design of the company is entrusted to Giulio Confalonieri.



1989

Roberto Gavazzi enters into the company and assumed the position of CEO.

1954



Born Series C, of Asti and Favre, the first colored kitchen.

BRAND /

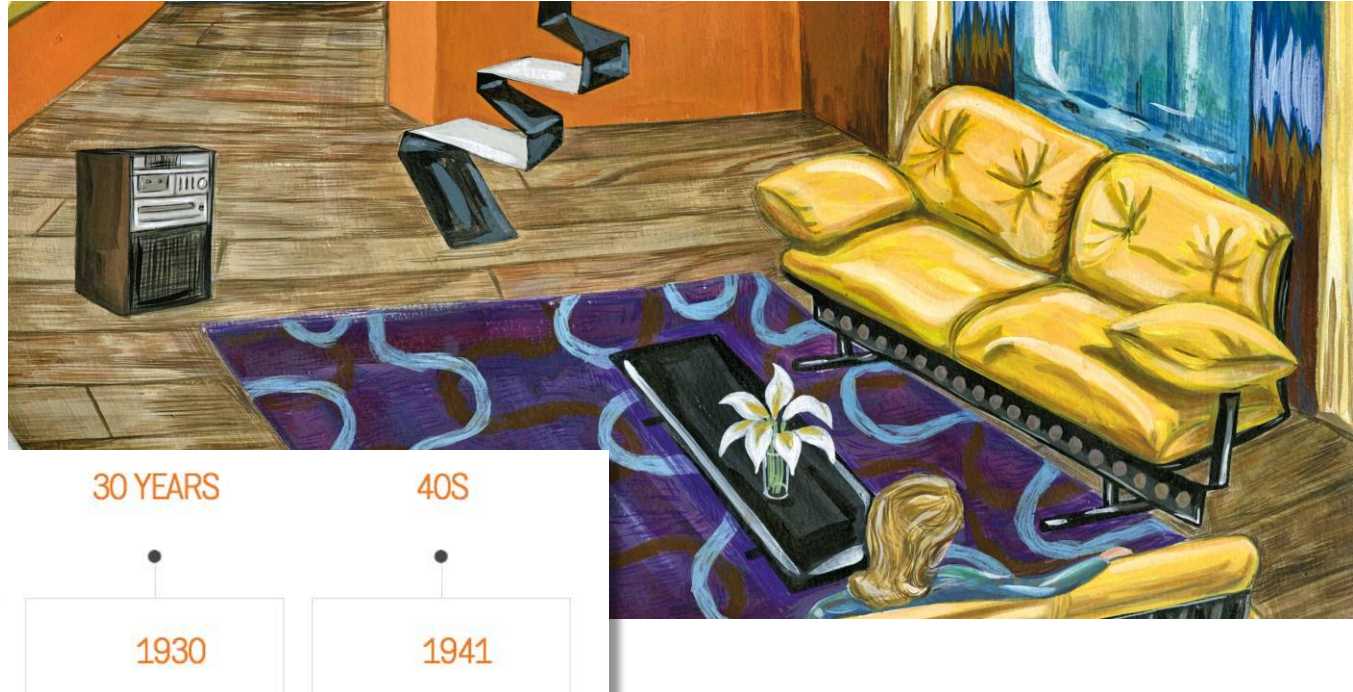
Born as a brand dedicated to the kitchen, Boffi has been distinguished by the relentless race towards ever goals more ambitious, which have earned the company the conquest of new project contexts.

Furniture industry – best practices

Website: Brand Heritage



Detailed brand history, beautiful illustration, easy to navigate



10 YEARS

20 YEARS

30 YEARS

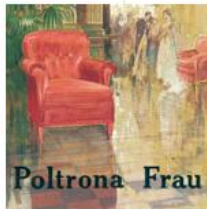
40S

1912



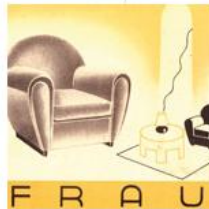
Born in Turin Poltrona Frau.

1921



Late Art Nouveau, is the year of 204. The catalog comprises 26 models there are bergère armchairs, tub and daybed.

1930



From a sketch by Renzo Frau it was born the legendary 904, now Vanity Fair.

1941

Savina Pisati cedes control of the company in-law Roberto Canziani.

FROM 1912 TO TODAY

A Century of Poltrona Frau

History of a residential myth. International brand design, elegance and perfection of Made in Italy.

Furniture industry – best practices

Website: Storytelling

Tom Dixon.

Stories narrated through beautiful illustrations, easy to navigate

1983
DISCO & MOTORBIKES

The first lesson Tom had in oxy-acetylene welding came in a car body repair shop in South London. Ostensibly learnt in a bid to repair an ailing motorcycle, the manufacturing technique was quickly appropriated to weld scrap metal into an avalanche of semi-functional objects.



< 1975 1981 1983 1987 1992 1994 1998 2000 2002 2003 2004 2006 >

Storytelling was evaluated based on the presence of dedicated areas on websites communicating the brand's essence and emotionally engaging users

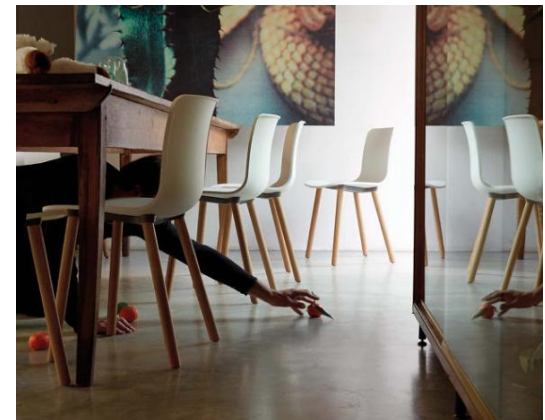


Emotional engagement

ALESSI

Campaign with a series of short films, showing people actually living with their furniture

vitra.



Furniture industry – best practices

Website: Product description

The evaluation was based on the quality and completeness of descriptions provided (content, illustrations, technical specifications, materials, maintenance, design and manufacturing process)

Illustration of several different options, dimensions and use information

80
46.5
55 59
41 36 75 37
Cushions

colours

Indoor use
Seat: Polished Aluminium

Outdoor use
Seat: Yellow 5034

Outdoor use
Seat: Red 5085

Outdoor use
Seat: White 5110



designer

Konstantin Grcic



awards

- Designpreis der Bundesrepublik Deutschland 2006 Silber, 2006
- Premio Oderzo Azienda e Design 2005, 2005
- Selection for ADI Design Index , 2004
- Award for Good Design Chicago Athenaeum, 2004
- Selection for the 100% Design/ Blueprint Award - London, 2003

Chair.
Also swivel version available with self-returning mechanism.
Material: concrete base painted transparent clear. Seat in die-cast aluminium polished or treated with sputtered fluorinated titanium and painted in polyester powder. Cushions in fabric (Kvadrat "Tempo" or "Gloss 2") or in leather also available. Versions for outdoor use available. Flame-retardant.

Product sheet
↳ [download](#) (2.08 MB)

Product care and Assembly instructions
↳ [download](#) (1.63 MB)

Furniture industry – best practices

Website: Product description

ALESSI

Clear, concise and complete product descriptions

Design sketches



HOME / KITCHEN / KETTLES / TEA REX

TEA REX

COD: 9093 REX

Designer Michael Graves

▶ PLAY VIDEO

Designed by Michael Graves in 1985, the kettle with a birdie shaped whistle has become one of the icon of the twentieth century design objects. For thirty years of this famous kettle, Graves has redesigned the whistle transforming the little bird in a fascinating mythological creature and futuristic at the same time: Tea Rex. The choice of the Dragon is an author's reference to the Chinese culture that elected these beings as a symbol of strength and luck. It is stamped on the lid of the kettle the written Tea Rex 9093 30th anniversary.



Videos on the manufacturing process

▶ PLAY VIDEO

Information regarding the designer



Michael Graves

Nato ad Indianapolis, insegna architettura a Princeton dal 1962. Tra le sue opere architettoniche, il Portland Building e l'Humana Building, l'ampliamento del Whitney Museum of American Art, il Newark Museum. Per Alessi ha creato il bollitore best-seller 9093. Michael Graves muore nel 2015.

Furniture industry – best practices

Website: Product description

Clear, concise and complete product descriptions

arper

Design by Lievore Altherr Molina, 2004

Stackable chair with four-leg base, in brushed stainless steel, chromed or painted steel.

[READ MORE](#)

Applications

- Home
- Canteen
- Cafeteria
- Restaurant
- Auditorium
- Campus
- Library
- Boardroom
- Conference
- Break-out area



Downloads ▼

Materials and Finishes ▼

Awards ▼

Configure your 3D Model

Downloads, Materials & finishes and Awards sections

Technical specifications, design related information, beautiful illustration



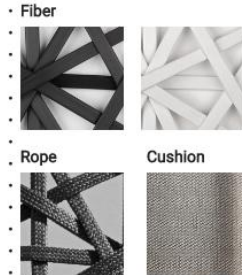
Product family: **Maia**
 Product type: **Chairs**
 Product Reference: **#65100 / 65151**

- **Maia**
- Like an architecture that is in keeping with its surroundings, the Kettal Maia, collection
- designed by Patricia Urquiola
- has a natural lightness and elegance. The design of the
- artisan braiding, the sturdiness of the aluminium
- frame and the new, Porotex and chenille fabric collection
- create a combination that oozes energy.

KETTAL

Add to Estimate

Standard colors



Optional colors

[more finishes >](#)

Technical Specifications



Kartell



Technical specifications

Material

Structure: transparent or colored polycarbonate mass

dimensions

Width: 54 cm
 Depth: 55 cm
 Height: 94 cm
 Seat height: 47 cm
 Unit weight: 4.8 kg

Technical specifications, download technical files section

Download the technical file



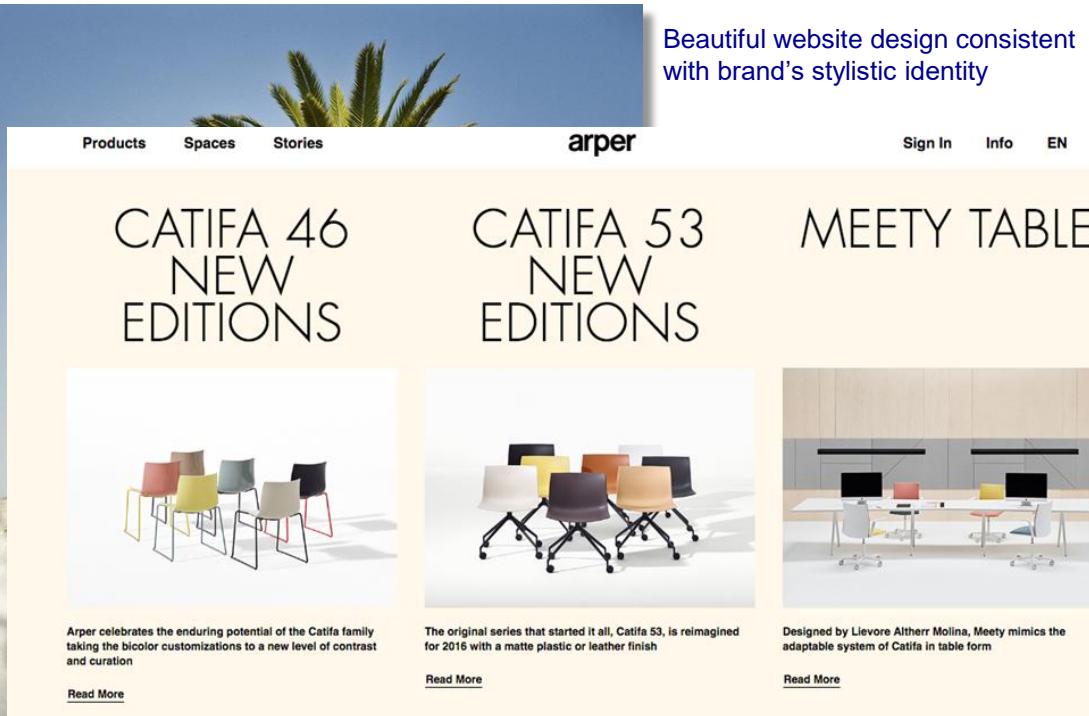
Furniture industry – best practices

Website: Digital content / Aesthetics

arper

A Brand's **website is a window display**. The Website is a significant mean that allows a Brand to communicate it's core essence all over the world. The evaluation was based on aesthetics (illustrations, photography, videos, website design)

Beautiful website design consistent with brand's stylistic identity



Pictures:
Excellent visuals.
Emotional connection with products

Videos:
Well made, creative and inspiring videos

Furniture industry – best practices

Website: Digital content / Aesthetics



Beautiful graphics

The Magis way
Notes on the publishing culture
by Giampiero Bosoni

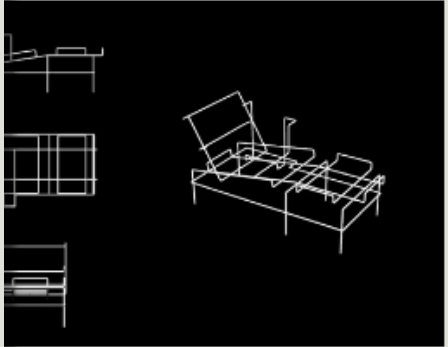
read

magis world 



about us

designs without boundaries from an Italian company + timeline



disegni
1 / 13

Digitalized design sketches



awards

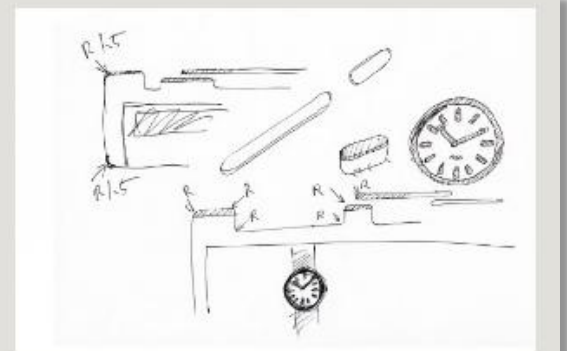


ArcheToys
design Floris Hovers

Well made, creative and inspiring videos



Piña
production process



disegni
9 / 13

Furniture industry – best practices

Website: Digital content / Aesthetics

KETTAL



Zqom

Product family: **Bitta**
 Product type: **Tables**
 Product Reference: **#70703-726**

Bitta
 Kettal Bitta is characterised by a combination of aluminium frames, seats of braided polyester and comfortable cushions, teak and stone for the table tops—all completely weatherproof materials. My aim was to create dense braiding that would still let the air through, reminiscent of the braiding of the ropes used to moor boats (hence the name Bitta, which means 'mooring' in Italian), which makes the pieces look lightweight but, at the same time, they look just like cosy nests in natural colours to sit

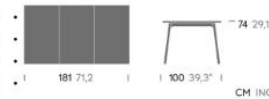
Standard colors



Optional colors

[more finishes >](#)

Technical Specifications



Beautiful website design
 consistent with brand's
 stylistic identity

"Architectural layout" design
 (grid)

Barcelona

Aragó 316. 08009 Barcelona
 P. 93 488 10 80.
 F. 93 272 36 68
tienda.bcn@kettal.es



Store Hours

Horario de atención al público:
 Marzo a Agosto
 Lunes a Sábado de 10.00 a 14.00 y de 17.00 a 20.00

Septiembre a Febrero
 Lunes a Viernes 10.00 - 14.00 y de 17.00 - 20.00
 Sábados de 10.00 a 14.00

[Send >](#) [Print >](#) [+MAP >](#)



Well made, creative and
 inspiring videos

Furniture industry – best practices

Editorial Content

Some brands have a dedicated section in websites for editorial content in the form of magazines or blogs can **enhance storytelling and engage customers** by providing them relevant information about the company, designers or the creation of products.

Vitra Magazine includes articles classified in different categories such as interviews of designers or retailers, architecture, design, culture and exhibitions, or about Vitra History.

Including this digital tool allows Vitra to better spread its values and roots, and offer a deeper knowledge to customers about the creation and manufacturing process of products (e.g. anecdotes or designer's explanations)

The screenshot displays the Vitra website's Magazine section. The navigation bar includes: vitra., Products, Concepts & Projects, About Vitra, Contact, Dealers, Language, News, Vitra Campus, Designers & Architects, Magazine, and Company. The Magazine section is titled "Magazine" and features a grid of article thumbnails. The thumbnails include:

- "A Masterstroke" Interview with Rolf Fehlbaum
- Project Vitra Rolf Fehlbaum
- Tobias Rehberger's 24-Stop Walk A Guest Feature from "Abitore"
- An Invitation to Alexander Girard's Home Photos by Charles Eames
- Table Talk The Davy Table by Michel Charlot
- Before the opening of the Vitra Schauddepot Interview with Susanne Graner
- "A masterstroke" Interview with Rolf Fehlbaum
- A Pit for Conversation A Vitra Anecdote
- The exhibition "Eames & Hollywood" Photographs on view in Brussels

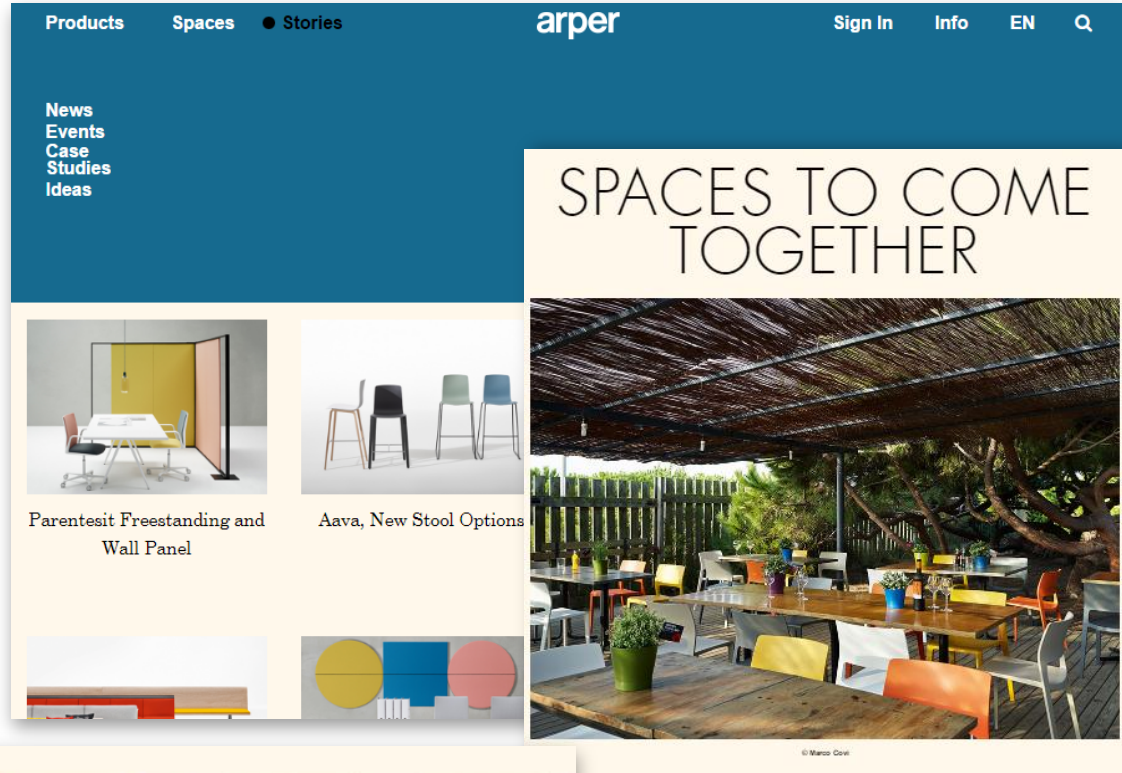
The main article featured is "A Masterstroke" Interview with Rolf Fehlbaum, which includes the text: "The Landi Chair was missing in the chair collection. Now Vitra has relaunched the Landi, a chair which is obviously so difficult to manufacture? The Landi Chair has been on my mind for a long time. There is a photo of my Charles Eames taken in the late 50s. The Landi Chair is standing in the local Eames family furnished the interior of their home with their own furniture. By..."

Furniture industry – best practices

Editorial Content

Arper's dedicated section is called Stories organized in four categories:

- News: including articles about the company, new products/designers, or openings of new showrooms
- Events: posts about fairs or in-store events
- Case studies: examples of spaces that contain Arper's products (e.g. open offices)
- Ideas: from interviews to posts of collaborations



Parentesit



Kinesit: new 2D armrests



New wooden finishes for
Cross

Arper's section is **packed with nice pictures and inspiring content** to enhance their products and offer lots of room inspiration.

Furniture industry – best practices

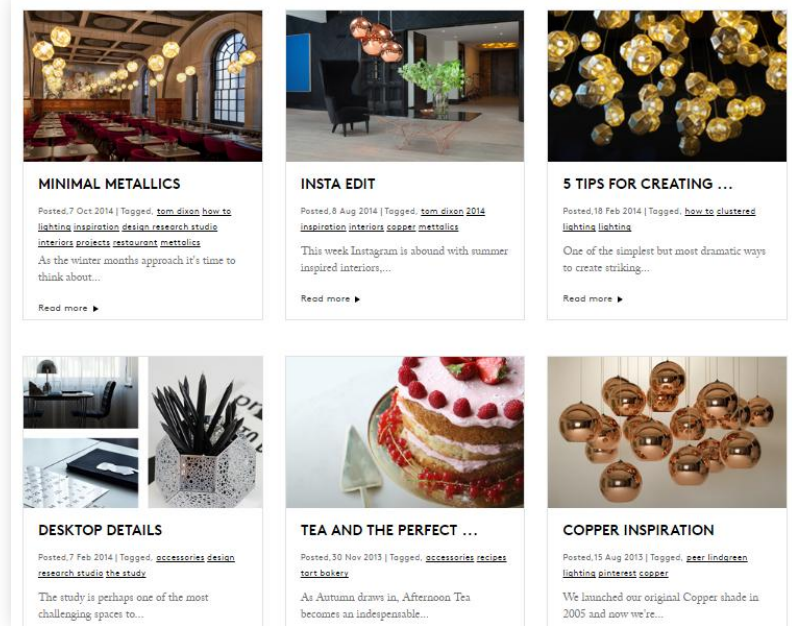
Editorial Content

INSPIRATION

Explore our world with a curated selection of interior spaces in the [inspiration gallery](#)

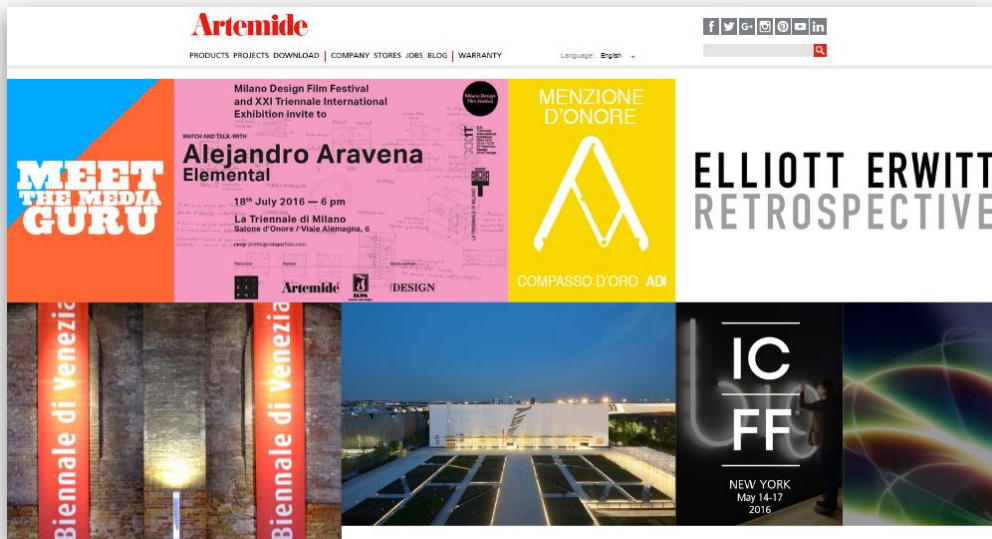
Tom Dixon's Inspiration section contains a wide variety of articles with decoration tips, spaces like restaurants or hotels where their products are displayed, or recipes that includes accessories designed by the brand.

Their articles invite customers to explore the brand and take inspirations to design their own spaces.



Artemide has a basic blog section where the brand posts awards, exhibitions or they introduce the opening of new showrooms.

This kind of content is more focused on giving information than inspiring customers with Artemide's lamps.

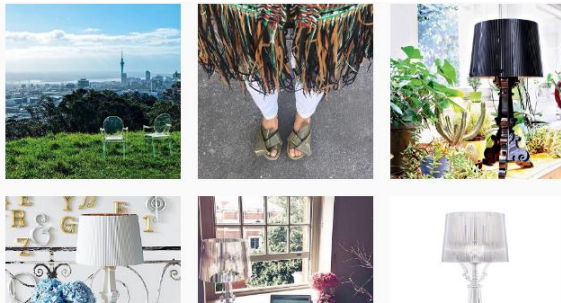


Furniture industry – best practices

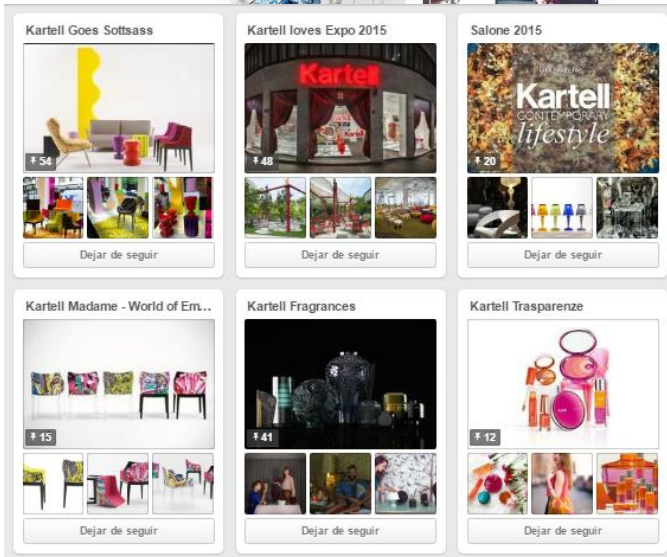
Social Media

Kartell

For design brands social media is as important as traditional media as they engage users at a more emotional level. Social networks are used by consumers to search information, comment products and share their level of satisfaction. Moreover, users better trust brands that have a well established presence and credibility on social media.



“Among the Italian furniture design brands Kartell is one of the best performer in the social media channels”
April 2015, Il Sole 24 Ore



The brand has created a strong community also thanks to initiatives such as #Credit2You where users were invited to share their own Kartell pieces.

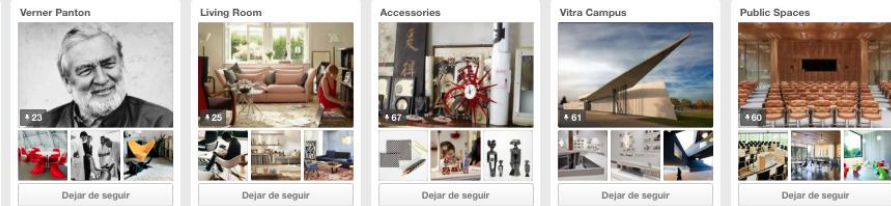
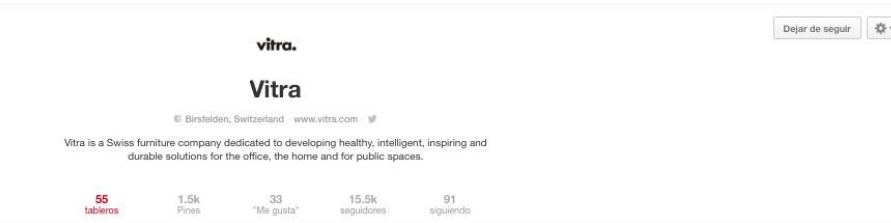
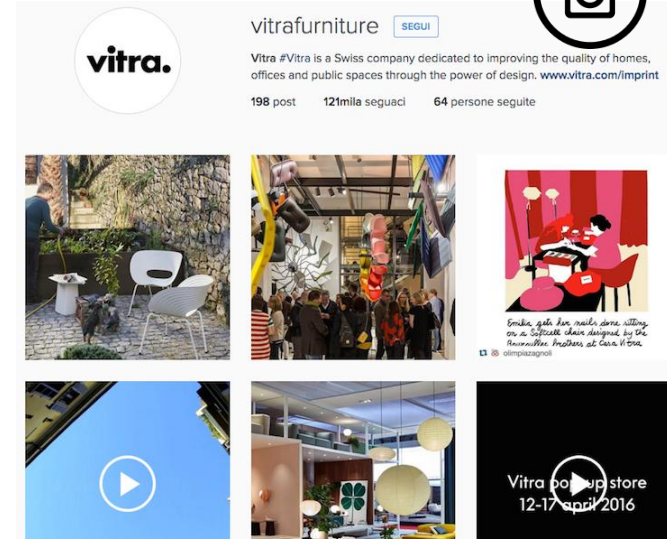


Furniture industry – best practices

Social Media



- **Vitra** has the ability to convey original messages in a consistent manner throughout all its social platforms:
- **Pinterest and Instagram:** showing products in living environments leveraging on high quality visual contents and extraordinary settings
- **Facebook** is more about educating users, telling inspirational stories and promoting cultural events



Furniture industry – best practices

Social Media



Ikea has, for every social media channel, a different account for each country. The brand posts almost every day pictures of its products in live contexts using a familiar tone of message.

Ikea also uses social networks to answer all the doubts and questions of their customers, thus leading to an active and dynamic dialogue.

IKEA Italia Ciao Valentina, sì, lo trovi qui <http://www.ikea.com/it/it/catalog/products/50060713/> e puoi acquistarlo online o verificare la disponibilità in negozio direttamente dalla pagina prodotto sul sito. Buona giornata!
Ver traduzione



EKORRE Alce a dondolo - IKEA

IKEA - EKORRE, Alce a dondolo, , Dondolandosi il bambino sviluppa l'equilibrio e il suo...

[IKEA.COM](http://www.ikea.com)

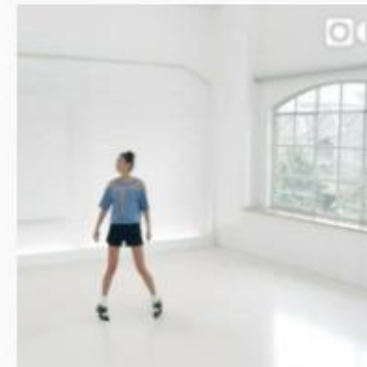
IKEA Italia 6 h · 🌐

Rinnova la cameretta del tuo bambino, per affrontare con allegria l'inizio della scuola. <http://bit.ly/2c0VYmZ>

Ver traduzione



The brand also represents through their **posts daily life scenes and funny situations** who allows followers to identify themselves.



Furniture industry – best practices

Social Media

Knoll

Knoll posts on an every day basis pictures of its products from homes, hotels, restaurants etc.

The brand also launched the hashtag **#myknoll** to encourage customers to share pictures of their purchases and inspire others on how to display them. The result of this initiative is a brilliant gallery of cult pieces set in very different environments around the world.



#myknoll
www.knoll.com/myknollgallery

Knoll knollinc

Segui

Place a 229 persone 40 sett.

knollinc What makes home home-sweet-home? This week's #MyKnoll Five photographers share what (or who) makes it all good at the end of the day. Clockwise from bottom left: @le_lasseur @pierragit, @vaihtelevastivaikoista, @jessika_kerwin, @ballparq | We love to see Knoll in the world. Show us your #myknoll style.

ral_version @brianweathers

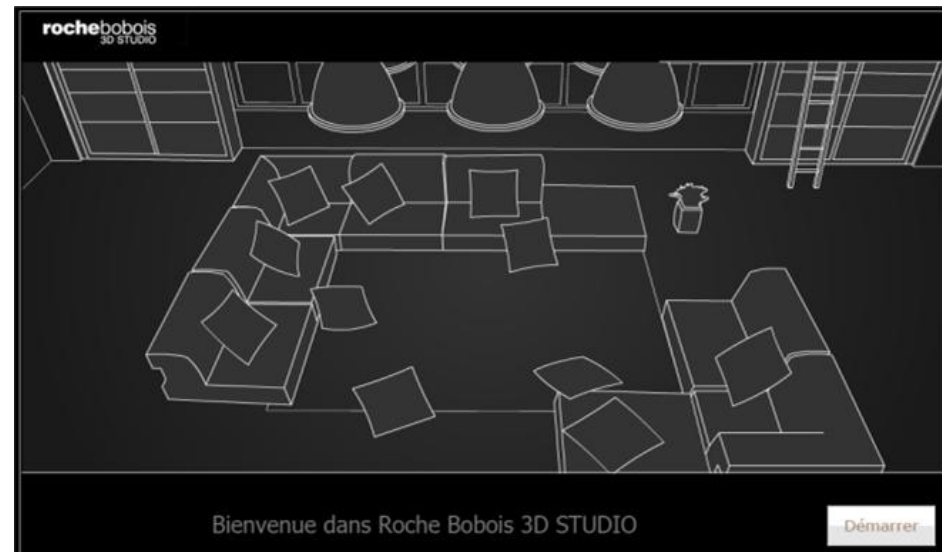
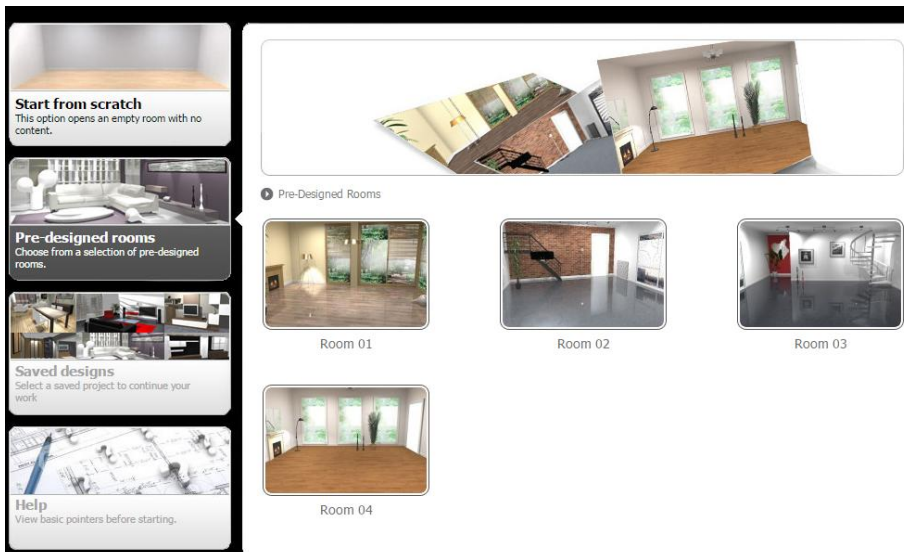
Accedi per mettere "Mi piace" o commentare.

Furniture industry – best practices

Virtual product experience: 3D configurators

3D configurators, room planning or augmented reality software allow customers visualize better and interact with products. For furniture industries these engaging tools are only available online or through apps.

Roche Bobois' 3D Studio gives customers the opportunity to display furniture and see how it looks in a 3D render. You can start from scratch or select pre-designed rooms and modified them as you like. These configurators help to visualize brand's products and dream about your ideal room.



Furniture industry – best practices

Virtual product experience: 3D configurators

KETTAL

Tools / Planner

Planner
Design your spaces

2D/3D Files

Spec Sheet
Print PDF

Mood Board
Mix materials

Arrange your space like a professional with our exceptionally easy-to-use Planner. Save time and know that your furniture will fit before buying it by creating the perfect set-up. Just enter the dimensions of any space in your home and the furniture that will be in it. You can also drag and drop furniture from our website directly into the room planner and rearrange as you like. Save, email and print your designs.

Print PDF

Add to estimate

Send to a friend

Clear all

Project name:

Dimensions

cm (Width) cm (Length)

Maximum dimensions are 1500 cm x 1500 cm

Select unit

cm inches

Tiles



KETTAL

Collections / Vieques / Rocking chair



Product family: Vieques

Product type: Chair

Product reference: #4131D...#4128T...

Vieques

Kettal Vieques is a collection characterized by the combination of an aluminum frame with a new and revolutionary three-dimensional fabric. Nets d'Age, with exceptional technical features, created especially for this collection and exclusively for Kettal.

Add to Estimate

1 2 3 4 5 6 7

Product Designers News Company Search

Standard colors



Optional colors

more finishes >

Technical Specifications



Materials

Aluminium, Polyester Fabric

Planner
Design your spaces

2D/3D Files

Spec Sheet
Print PDF

Mood Board
Mix materials

LOGOUT

Please register to gain access.

Rocking chair images



Choose optional colors

*Frame

Aluminium



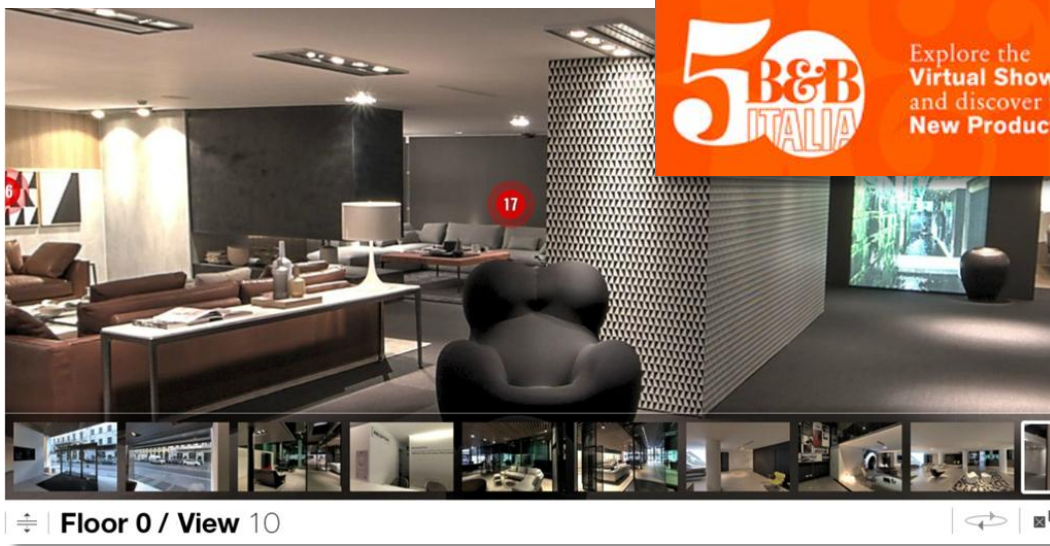
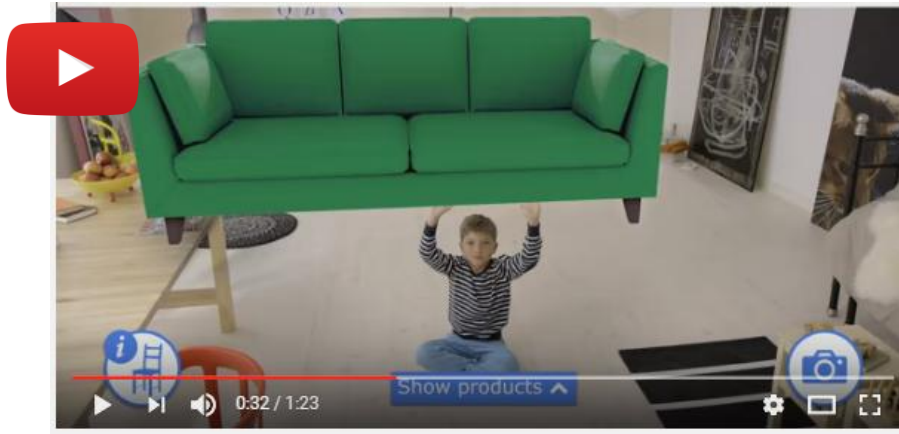
Kettal has different digital tools with the aim of helping customers and designers to better visualize their ideas:

- **Room planner:** easy-to-use planner that helps to create ideal set-ups. The software allows to save, email and print designs
- **2D/3D:** to see products from a 2D / 3D perspective (only available for registered users)
- **Mood Board creation:** to develop and illustrate concepts; to create a panel with all the ideas that are inspiring

Furniture industry – best practices

Virtual product experience: 3D configurators

IKEA's Place in your Room augmented reality tool



B&B Italia offers the possibility to visit their showroom from their website through a virtual showroom.

Furniture industry – best practices

Virtual product experience: 3D configurators

DESIGN
WITHIN
REACH

Design Within Reach offers a 3D room planner allowing customers to design their spaces **starting from scratch** or **using a furnished room**. Users can also **upload their floor plan** in order to make it more realistic.

The software includes a **video tutorial** helping users to design their ideal room.

Clients can also **save their interior designs** and **take 3D pictures**.

DESIGN WITHIN REACH

Login

3D room planner

Design beautiful interiors with your favorite products

Design your DWR interior

Welcome to 3D room planner

Design your home

- Start from scratch
- Upload your floor plan
- Start with a furnished room

Open a saved room

Watch video tutorials

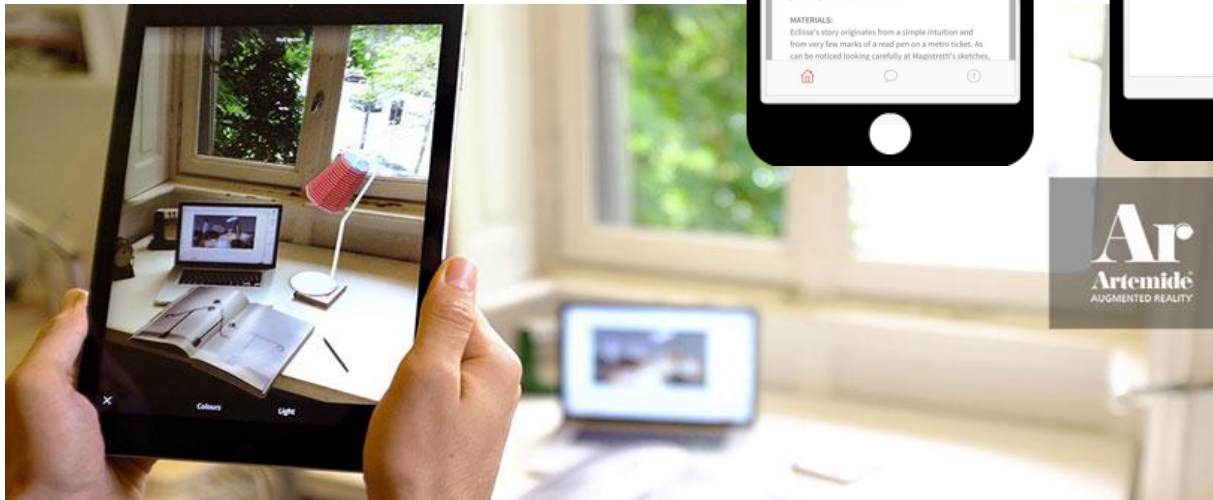
Furniture industry– best practices

Virtual Product Experience: Apps

Artemide®

Apps are more frequently used by furniture brands to offer new services to customers: newest catalogues, virtual product experiences (augmented reality or 3D visualization), or extra product content (e.g. videos, brochures, etc.)

Artemide app allows users to experiment with products: from 3D visualization to virtually placing lamps in spaces helping customers to take better decisions before buying.

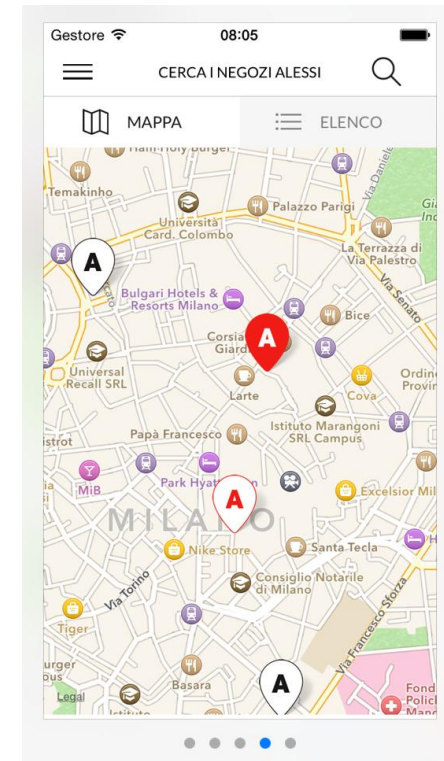


Furniture industry– best practices

Virtual Product Experience: Apps

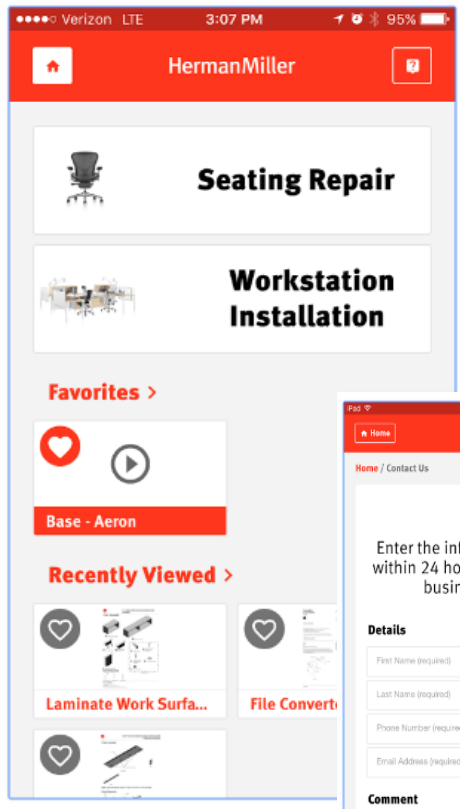
ALESSI

Alessi launched and App, **Alessi Encyclopedia**, to provide new tools and offer the possibility to interact with products: pictures, videos, thoughts of designers, full catalogue. The app also allows users to find the nearest store or where



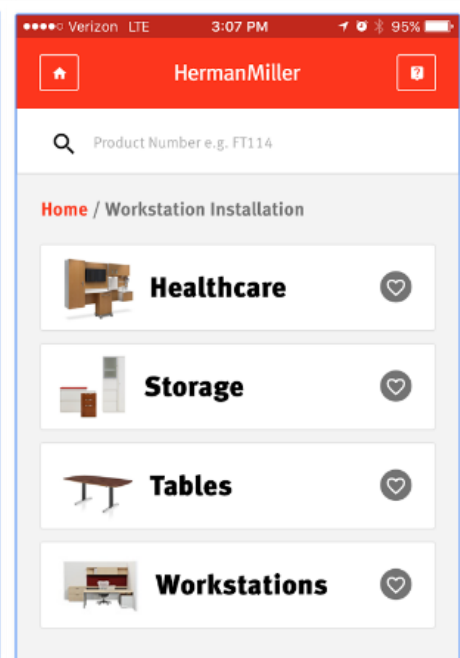
Furniture industry– best practices

Virtual Product Experience: Apps



Herman Miller Installation Guide has been designed to help dealers and install partners to **facilitate the installation of products** by providing instructions, videos and other services.

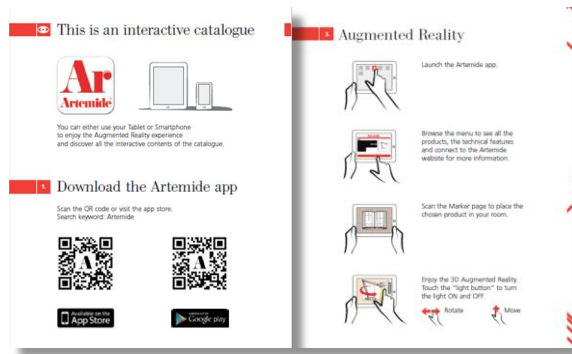
The app also provides a **contact product service** in case further help or additional questions are required.



Furniture industry – best practices Catalogues



With this new digital era, printed catalogues have lost power in front of digital versions. Today most of customers are first checking websites and then going to the store. Thus, digital catalogues are an important touchpoint that can be improved by adding interactive tools that will help to enhance customers experience with products.

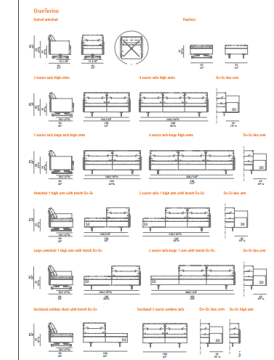


Artemide has 4 different catalogues: design, architectural, outdoor and led. All catalogues are packed with technical information, designers' brief description, and other information (e.g. innovations or sustainable practices)

Some versions (Pocket 2015) contain interactive content to see products through augmented reality software.



Poltrona Frau instead of having one catalogue has individual product brochures. Each brochures includes detailed information about technical information and product variations.



Furniture industry – best practices Catalogues



IKEA catalogue has three different versions that can be adapted to all kind of devices:

- **Interactive printed catalogue:** with your smartphone you can have access to extra content by scanning available codes



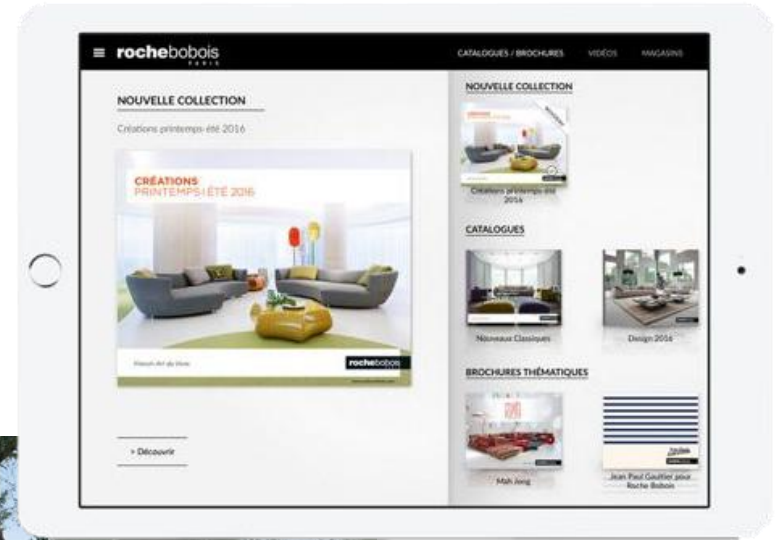
- **Online catalogue:** the digital version contains interactive and extended content such as how-to-guides, videos and ideas
- **Ikea Catalogue app:** contains the catalogue and a Place in your Room software that allows you to see how furniture looks in your room



Furniture industry – best practices Catalogues

Roche Bobois' digital catalogue is available in their website and app.

The app allows access to all catalogues and brochures containing latest collections. It also includes videos of products and interviews with designers.



TRAVELER

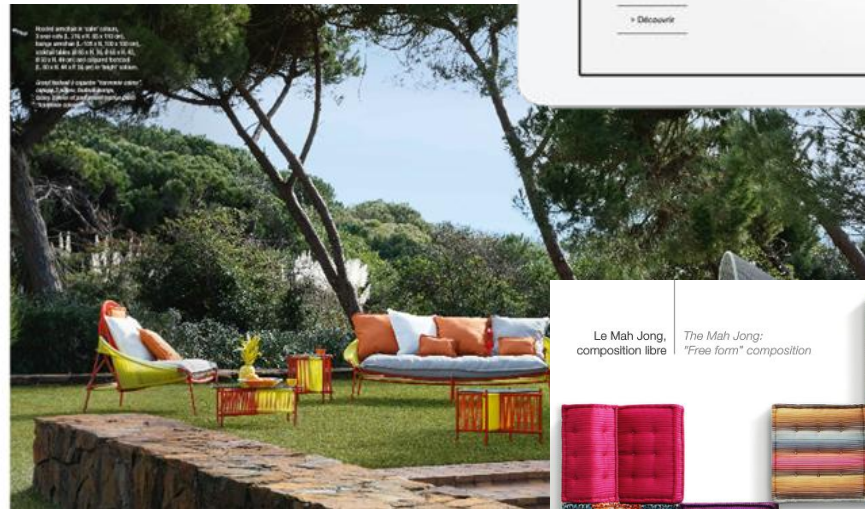
DESIGN STEPHEN BURKS

CONCEIVED BY AMERICAN DESIGNER STEPHEN BURKS, TRAVELER IS A COMPLETE SET OF OUTDOOR FURNITURE THAT OFFERS BUMPY, BOUILLONNANTE RELAXATION. THE COLLECTION IS OUTFURNISHED BY A TUBULAR LACQUERED STEEL STRUCTURE AND MOUTH-COLORED BONES AND SACK. IT IS AVAILABLE IN TWO MAIN COLOURWAYS: BRIGHT (ORANGE, RED AND YELLOW) AND CALM (GREY AND WHITE), BUT A CHOICE OF COLOURED CUSHIONS ALLOWS MANY VARIATIONS.

HAUTEUR: 100 CM. PROFONDEUR: 100 CM. LARGEUR: 100 CM. MONTAGE: À MONTER. MATÉRIEL: ALUMINIUM ANODÉ, TUBES EN ACIER LAQUÉ, COUSSINS EN POLYESTER. COULEURS: ORANGE, ROUGE ET JAUNE ET GRIS/BLANC. LES COULEURS DES COUSSINS PERMETTENT DE MODIFIER L'UNIFORMITÉ.



Modèle illustré: TRAVEL L'ORANGE
Hauteur: 100 cm. Profondeur: 100 cm. Largeur: 100 cm.



Le Mah Jong, composition libre

The Mah Jong: "Free form" composition

Le Mah Jong est une composition libre et fonctionnelle, permettant ainsi de passer d'un salon à un espace de détente. Chaque élément est conçu pour être utilisé de manière flexible, offrant une approche unique de l'espace et de la vie.

On peut par exemple les composer, changer les hauteurs, passer de un à deux + deux, obtenir de ce module les formes variées de confort, pour une gestion optimale de l'espace, à l'intérieur.

Les 12 éléments de base du Mah Jong se composent d'éléments qui se regroupent selon les envies. Assises, dossiers droits ou d'angle permettent de jouer avec les hauteurs et de créer à volonté un espace d'angle, carré ou rectangulaire ou de décaler.

The Mah Jong was created to provide freedom of form and function. By encouraging people to arrange the elements as suits them best, the Mah Jong can change the landscape of a living room, offering a whole new approach to the way we view and arrange the space in which we live.

The choice of composition is almost endless, giving one the opportunity to completely reorganise one's living space, thereby redefining the vertical meaning of the term "sofa".

The 12 basic elements of the Mah Jong can be arranged, aligned with each other and grouped as one wishes. Seat cushions, angled back or corner, one can play with the shape and the height to create the composition desired: corner seats, straight seats, armless seats or day beds.

Roche Bobois' catalogue pictures capture the collections' essence by showing nice settings and complete product descriptions. Detailed technical data is also available for each product.

