

MAIL

LuxDeco creates interactive resource with scannable magazine debut

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Cover image of LuxDeco scannable magazine

By SARAH JONES

Online home furnishings store LuxDeco is communicating a lifestyle behind its product selection with the launch of its first print Style Guide.



The seasonal publication features tips and inspiration for home makeovers and key items to transform living spaces, presented as more of a magazine than a catalog. Bridging the print medium with the ecommerce retailer, each page is scannable via an accompanying brand mobile application, driving consumers back to LuxDeco's Web site for more information and purchasing.

"Although we're predominantly online, it would be naive of us to discount the power of the printed word and we find that, whilst we definitely want to make purchasing easier - thus using a digital platform - much of our inspiration comes from offline sources such as magazines and books," said Jonathan Holmes, founder and CEO of [LuxDeco](#), London, England.

"When we started researching our customers' behavior and gathering feedback from them, we discovered that they work in a similar way - they're inspired first by interior

design magazines, look books and catalogues," he said. "The Style Guide is just one extra touchpoint that we can offer our customers to inspire them and help them along their design journey."

On trend

LuxDeco's first Style Guide covers fall 2015. The retailer plans to roll out future issues on a biannual basis, focusing on the key trends of the current season.

Consumers can request a copy of the publication online by filling out a form.

The cover of the fall issue shows a still life of accessories, including a Bentley tome, horse statue and a golden platter.

At the beginning of the issue, the reader is directed to the Apple App Store to download the free app to make the issue interactive. Those with the app are granted exclusive access to additional content including interviews, behind-the-scenes videos and other articles not seen in the pages.



Promotional image for LuxDeco Style Guide

Helping consumers prepare for long nights, a spread on lighting opens the issue. An icon tells the reader to scan the page with their app to view more. Inside the app, consumers simply select scan from the homepage and hover their device over the page to activate image recognition and bring up additional content.

For this particular page, the single photo of lamps coordinates with an in-depth overview of the where, what, how and why of tabletop lighting. At the bottom of the page, consumers can shop the article.

THE ART OF LIGHTING



FILTERS & SORT ▼



Shagreen Gourd Table Lamp
John-Richard
£325.00



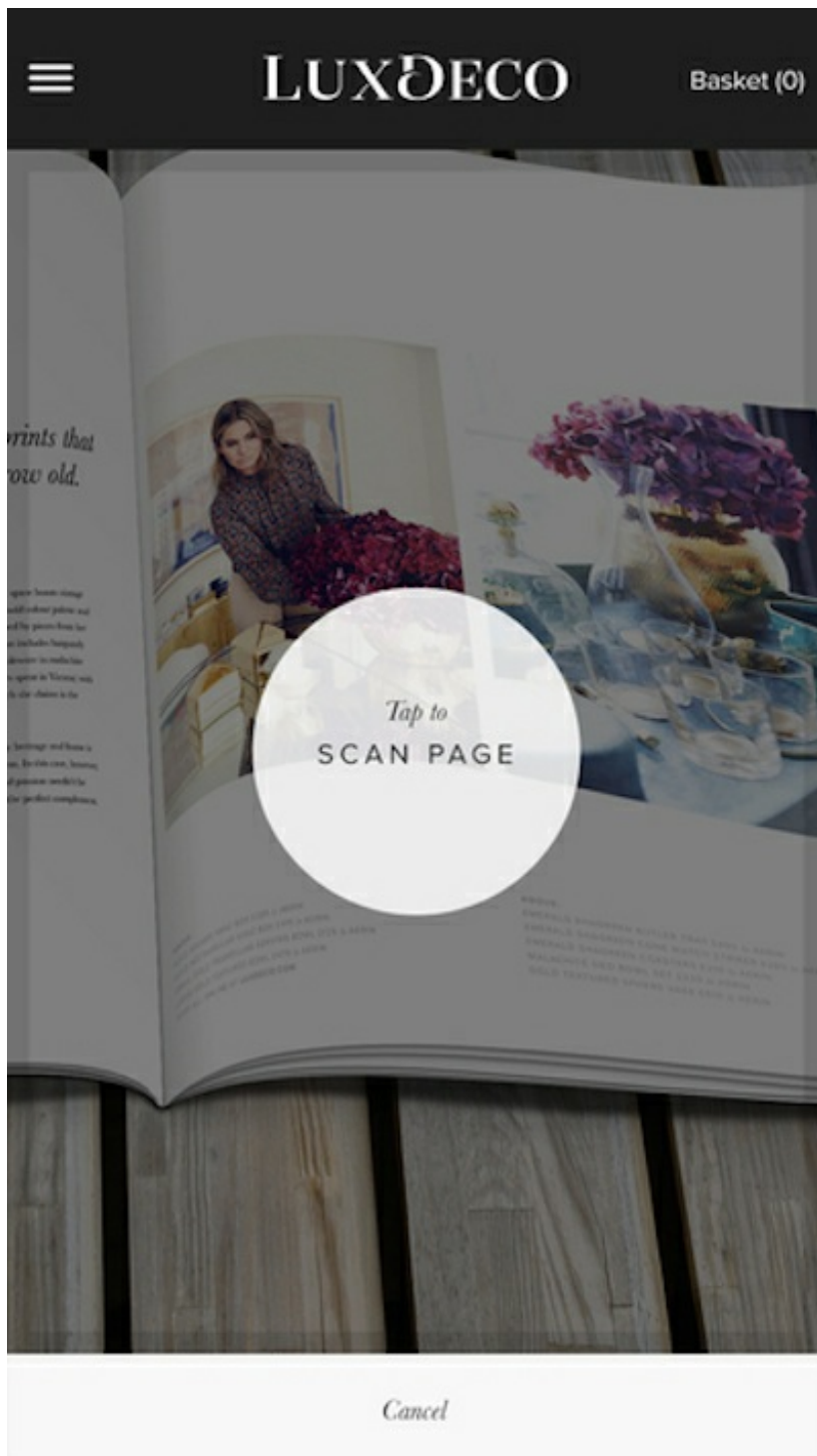
Large Ring Table Lamp
Visual Comfort & CO.
£325.00



Screenshot of LuxDeco app

Once content is unlocked, it remains in a special hub on the app, allowing consumers to return to it without re-scanning the actual magazine.

Further in the book, Aerin Lauder, granddaughter to cosmetic company founder Estée Lauder and creator of her own namesake beauty and lifestyle line, talks to the publication about her interior tastes and newly published book “Beauty at Home.” This is illustrated with shots of the mogul at her office.



Screenshot of LuxDeco app

Much like a fashion magazine, the publication captures trends using styled scenes and models, showing how life would actually happen in the designs presented.

Parisian designer Jean-Louis Deniot is also profiled, with additional unlocked content including galleries of his projects and video taken from his workshop.

At the end of the issue, LuxDeco helps consumers craft a martini, Bond-style.

LuxDeco is also hosting a social contest around the issue. By sharing a creative photo of the issue with the hashtag #LuxStyleGuide, they will be entered to win a \$7,750 shopping spree on the site.

Embedded Video: <https://www.youtube.com/embed/V7sBSjIJCGA>

The LuxDeco.com Autumn Winter Style Guide

Products featured in the issue range in price from \$19 to about \$39,000.

"Our mission is to make the experience of designing a home easier, but sometimes the transition from discovering an item to purchasing it can be broken," Mr. Holmes said. "We knew that we could solve that discrepancy by creating something which was directly shoppable so we made it happen."

Online to offline

For online retailers, making a connection via print can have a valuable impact.

Tiffany & Co., Ralph Lauren and Chanel were among the advertisers lending support to online retailer Net-A-Porter's spring 2015 issue of its branded magazine, Porter.

With content focused on fashion and beauty, built up by prestigious advertisements from leading fashion houses, the spring edition marked a year since Porter was released on newsstands in 2014. Porter, a full glossy imprint, allows Net-A-Porter to connect with consumers beyond the initial point of sale to give more context to products and services, while still providing a path to purchase with many of its advertising partners available on the retailer's ecommerce site ([see story](#)).

LuxDeco frequently expands its position from retailer to inspiration source.

In 2013, the brand released an iPad magazine to provide shoppable content via mobile ([see story](#)).

More recently, the online store teamed up with Net-A-Porter for a series of inspirational room makeovers designed to make the redesign process seem less daunting.

In editorial imagery published on LuxDeco's Web site and Net-A-Porter's online magazine The Edit, titled "Style Evolution," a bedroom, living room and dressing room are transformed in six steps, with small changes building to a bold new look. Showing these gradual alterations enables consumers to think of tweaks for their own homes and provides slight variations in style, making it more likely that one of the spaces shown will resonate ([see story](#)).

"As an online retailer, making sure we present our products in a lifestyle setting is imperative because customers can find it difficult to imagine pieces seen online in situ," Mr. Holmes said. "Not only that though - we also wanted to present our new collection in an inspirational way which told the story of how one could live. Metropolitan Luxe - the autumn/winter 2015 collection featured in The Style Guide - is, by name and nature, luxurious, but the experience is also because it's all about recapturing the art of entertaining and living well."

"In relation to the additional lifestyle content, it was, for us, equally important because a home which has no soul is not really a home," he said. "We wanted to provide our customers with the information they need, in addition to the key pieces, which will help them really make the most of their personal spaces."

Final Take

Sarah Jones, staff reporter on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/T7Vonefi72o>

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