

FINANCIAL TIMES

# superior interiors

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SAMUEL HEATH

since 1820



LANDMARK Thermostatic Shower Valve

Design Centre | Chelsea Harbour  
landmark-collection.co.uk | Made in England



Above: **Ezra Studio**  
**OCO Collection brass**  
**side table, £2,296,**  
**from 1stdibs**

who don't even speak Spanish are using techniques passed down though generations. Tapping into them is costly and challenging, but it's what makes us different. We don't want to sell anything that is made in India but inspired by Brazil. We look for pieces that are authentic and traditional, but adaptable to modern life."

Keeping products fresh and exciting is the biggest challenge for e-retailers. As larger sites like Yoox are often the first port of call for many design houses launching new collections (this November it releases exclusive versions of Achille Castiglioni's bestselling Lampadina lamp, £72, in red, white and green; a previously unrealised Tema & Variazioni plate, £100, from the Fornasetti archive; and a Mouse lamp, £60, pictured on all pages, in gold and silver by Seletti), the boutique sites must refresh their offerings in original ways. Next year, Maison Numen is debuting a capsule collection from a number of its makers, inspired by the Spanish conquistadors, and The Invisible Collection is working with the family of late Brazilian designer Ricardo Fasanello to relaunch iconic pieces from the archive. "We see Fasanello as the Brazilian answer to Pierre Paulin," says Zaoui.

"In the beginning, retailers were sceptical, but now they understand the differences and advantages the web offers," says Marco Tonizzo, head of merchandising at Yoox. "Most journeys begin online with Google, Pinterest and so on," yet when it comes to an actual purchase, we still order from a showroom or catalogue. But that first click of the mouse is everything: established physical retailers must seduce shoppers through digital windows that mirror the aspirational lifestyles conveyed in their physical spaces. And e-retailers need, instantly, to bring their products alive within the confines of a virtual world. Success is down to the selection, the storytelling, the concept. Says Tonizzo: "For any retailer, it's point of view that makes the difference." +

ROOMS WITH A WWW

1stdibs, 1stdibs.com. Artemest, artemest.com. Clippings, clippings.com. The Invisible Collection, theinvisiblecollection.com. Maison Numen, maisonnumen.com. Yoox, yoox.com.

CLIPPINGS: WALTER ROBERT