

John Lewis Home

An inspirational interiors content programme from Britain's most trusted retailer

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MIX IT UP FOR A LIVED-IN LOOK
Combining accents, such as garden wall lights and steel or chrome furniture, with exposed bricks, beams and authentic architectural details will give your open-plan space an original feel. Cowhide rugs and soft leather seating add warmth and comfort, and complete this modern restoration style.

Outside (left to right) John Lewis London
Patio Table Ladder 977 4855 0191
Stewart Parkville Sticks Table Lamp
11 1010 0191 Vase Barnes RAB
Rocking Chair 877 7540 0191
John Lewis Todd Large Leather Sofa
879 3629 0191 Wala & Wala 10099
Diner Phone 772 3820 0191 Wenge
Herringbone Kitchen Sink 101 0214
111 John Lewis Large Check Throw
WhiteGrey 421 4852 140 John Lewis
Cala Coffee Table 877 3145 0191
Stewart Parkville Sticks Floor Lamp
11 1010 0191 Diner Phone
Whitewashed Light 101 0214 0191
Zena Ceiling Fan Brushed Nickel
Wala 111 3122 140 Table 'M'
Chair 81 1004 0191 John Lewis
Scott Leather Armchair 870 3629
0191 Wenge Herringbone



John Lewis

CLIENT

John Lewis

SECTOR

Home

OFFICE

London

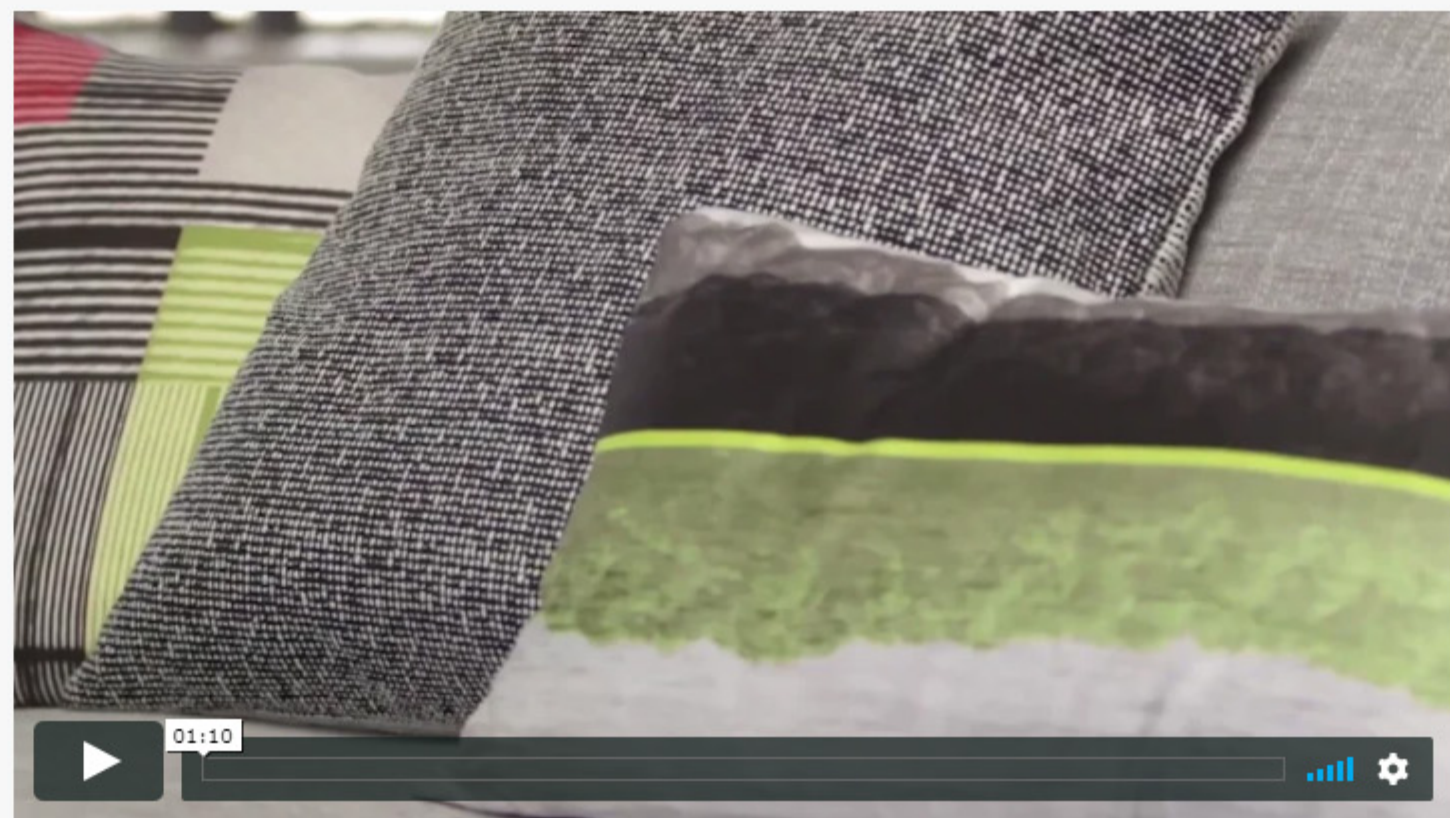
SERVICES

Print publication

To drive sales both in-store and online, while providing the customer with a beautifully conceived product, John Brown worked closely with John Lewis to produce a standalone interiors and homeware publication. Entitled *John Lewis Home*, it serves to highlight each of the retailer's home product categories while embodying their cornerstones of quality, price and service. Achieving cut-through in a crowded market was also a key driver.

Our core objectives were to produce a central library of assets and content for use across multiple channels, with a focus on online. We also needed to showcase John Lewis's breadth of offer, spanning a spectrum of tastes and budgets. Driving sales within a broader customer base was also essential. Finally, we had to position John Lewis as "the home of inspiration" - the leader in this competitive market.

Bringing together design excellence, stunning photography and compelling content, we created a covetable coffee table book to fulfil the retailer's commercial needs, inspiring the customer with an engaging editorial style.



↑ 21%
increase in product sales against estimates.



The unique, graphic approach taps into John Lewis's leading trends to create books with seasonality and standout style, attracting customer pick-up and supporting the brand's credentials as a trailblazer of interior decoration. We printed 465,000 copies for the launch edition, which was exceptionally well received, providing noticeable sales uplift in the first four weeks alone.

Both the Spring/Summer and Autumn/Winter books featured clear communication and meticulous planning to ensure an inspiring customer journey. Here, the broad range, design credentials, and unparalleled service are promoted at every opportunity. Creative solutions – such as fold-out guides, inserts and inbounds – add extra interest, energy and 'keepability'.

Effectively raising awareness of the brand while subtly moving the customer towards purchase, *John Lewis Home* exceeds the brief and continues to lead the way in the home catalogue field.

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The *Home* book continues to drive our ambition to be the number one destination for homeware. It innovates in format and content every season, to ensure we stay one step ahead of the competition. It's inspirational, innovative and packed with useful information. I love reading it and I'm truly proud of how well it represents the John Lewis brand in home.

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CRAIG INGLIS
Marketing director, John Lewis