

# BY DEZIGN: AUTUMN

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## OBJECTIVE

Australian furniture and homeware retailer By Dezin prides itself on its diverse range of products. The range not only covers furniture in the living, dining, bedroom and home office categories, but also boasts the largest stocked range of pictures, mirrors and decorative homewares of any retailer in Australia.

## METHOD

The key objective of By Dezin's Autumn catalogue was to create awareness of its latest product range and stimulate customer action through visits to its website or physical stores. In the two months leading up to the release of the catalogue, By Dezin had encountered difficult trading conditions, with a subdued market that had been impacted by changes to the housing market and reduced confidence amongst consumers from falling house prices. Federal and State elections, as well as problems with individual stores, meant that it was vital that the Autumn catalogue produced a great result.

## RESULTS

During the five-week period of the Autumn Sale, the By Dezin Autumn catalogue was a great success. Compared to the previous five weeks, website traffic increased by 11.6%, average weekly sales increased by 51.2%, and the average furniture sale value increased by 14.4% and gross sales increased significantly.

## CONCLUSION

The By Dezin Autumn catalogue is a fantastic example of what can be done on a small budget with limited resources. The catalogue is packed with products, with professional photography sitting alongside informative copy, resulting in a publication that not only increased the amount of traffic to the brand's website but gave a welcome boost to its sales.

