

CASE STUDY

# John Lewis & Partners Innovation in 3D

## Introduction

In 2019, John Lewis & Partners made the decision to accelerate the testing of 3D visualisation technologies to better help its customers make furniture-buying decisions. This was hardly a surprise, as John Lewis & Partners has been an innovator since the company's inception as a drapery shop, all the way back in the 1860s. This includes the founding of the partnership over a hundred years ago, and the century of experimentation and innovation that followed.

## The Challenge

As a partnership born out of experimentation, innovation con-

### JOHN LEWIS & PARTNERS

- **Founded 1864**
- **51 stores in the UK**
- **The UK's largest employee owned business**

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— **Caitlin Price**



## New Feature from Marxent 2020 HD Renders

continues to remain at the heart of the company's business today. This led John Lewis & Partners to start looking for viable 3D visualisation tools to offer their customers. The retail landscape was changing, and John Lewis & Partners knew they had to act to meet rapidly changing shopping habits.

“Designing a new look for a room can be a lot of fun and a chance to express our personalities. However, customers tell us that uncertainty about what new products will look like in their home can make the decision making hard, and in many cases people revert to the safer tones of grey or beige furnishings,” explains Caitlin Price, John Lewis Partner and Head of Buying for Furniture and Flooring.

Since the launch in June 2019, John Lewis & Partners have expanded their use of 3D Visualisation technology to include a 3D Room Planner for in-store shopping as well as supporting their home design stylists for both store and home appointments. The in-store solution is now available across multiple locations in the UK and recently opened in their first World of Design in Peterborough.

“This new technology enables customers to be braver in their choices, to test technology that architects and interior designers have been using to visualise their designs, and be comfortable with the results,” Price explains.



“John Lewis understands how important inspiration is to modern furniture shoppers and has an impressive history of innovation. As the role of the store is drastically changing, we are proud to be partnering with them as their visualisation partner for online and in-store 3D experiences”

**Beck Besecker**  
CEO & Co-Founder, Marxent

Want to learn more about how you can improve basket size, reduce returns, and future-proof your 3D content investments?

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