

5

UK Home Interior Retailers to
Watch on Social Media in 2022

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A M A R A

MADE

THE WHITE COMPANY
LONDON

loaf

HOME 
essentials



ABOUT THE REPORT

We have researched a handful of UK-born home interior brands that are active on social media in 2022. These brands represent a mix of digital natives and heritage labels.

Across the board, these brands have fine-tuned their marketing to attract the younger shoppers of the Gen Z and millennial generations. All five brands provide distinct insights for fashion brands hoping to be digitally agile and relevant to younger audiences.



INTRODUCTION

The five brands included in this report represent an array of price points, company sizes, social media tactics, and origin stories. Home Essentials and The White Company were both founded before the rise of e-commerce, and have since undertaken impressive digital transformations to remain relevant to their younger target audiences. AMARA is the third company to "set up shop". The designer brand began as a boutique and has since expanded online. Made and Loaf are the definitive digital rockets of the group. Established in 2010 and 2008, Made and Loaf have had the attention of younger audiences since their founding. The brands have distinct tones of voice and brand visuals, both of which have cemented them as favourites among Gen Z and millennials.

MADE

Founded: 2010

Revenue: 315 MGBP

Online & Showrooms

THE WHITE COMPANY
LONDON

Founded: 1994

Revenue: 210 MGBP

Online & ~60 stores

loaf

Founded: 2008

Revenue: 50 MGBP

Online, Showrooms & Other

Retailers

A M A R A

Founded: 2005

Revenue: 30 MGBP

Online & In-person Store

HOME 
essentials

Founded: 1875 (JD Williams)

Revenue: -

Online

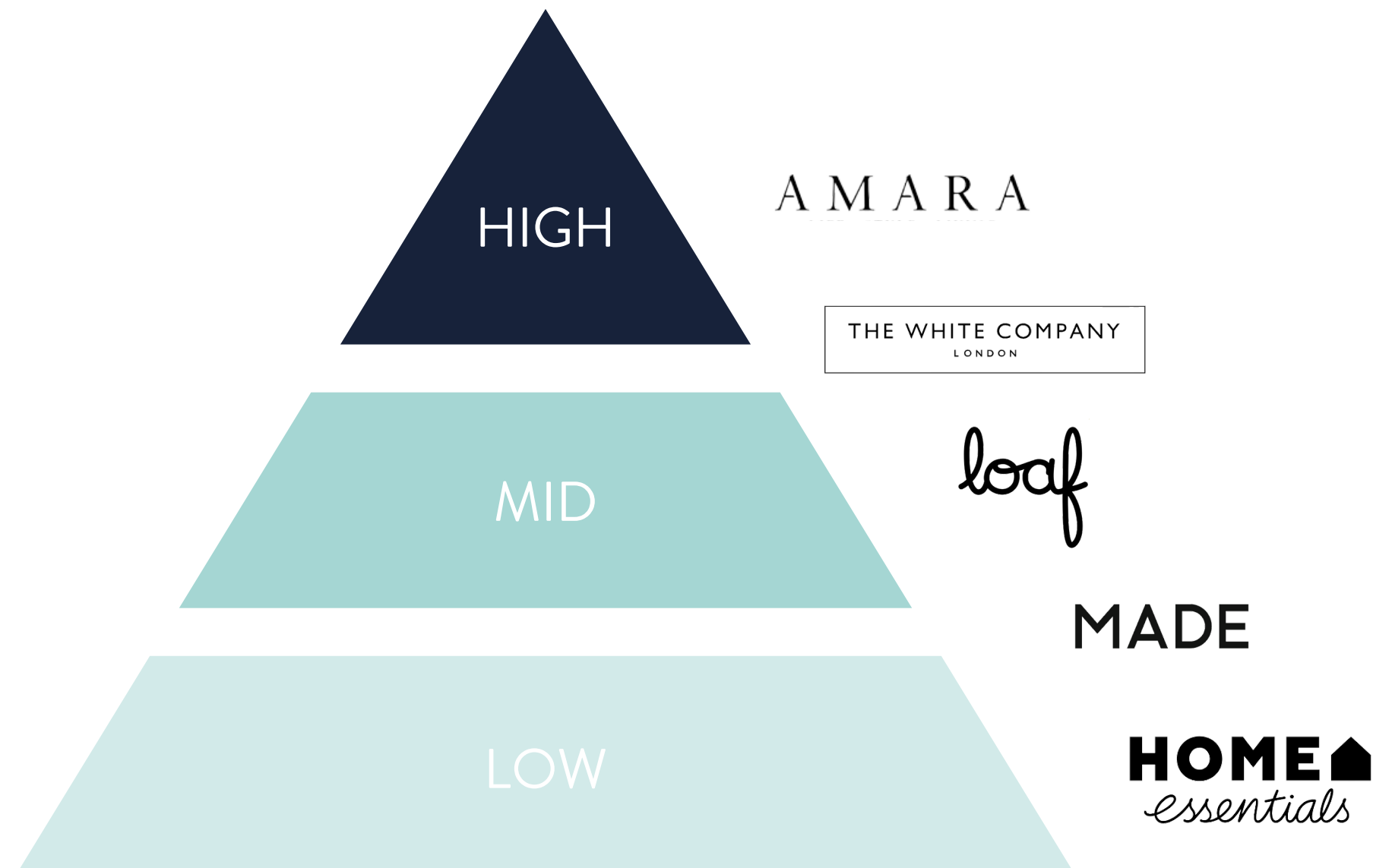
PRICE SEGMENT

Each brand has clear price positioning. AMARA occupies the highest price point. The retailer exclusively carries designer interior brands and has positioned itself as the destination for luxury homeware.

The White Company (TWC) also defines itself as a luxury brand. Unlike AMARA, however, TWC seeks to offer the best quality items at a price its customers can afford.

Loaf and Made come in at the mid-range price segment. Both brands are concerned with providing high quality and affordable homewares.

Finally, Home Essentials occupies the lowest price point. Its parent company, N Brown Group, consciously aims for the brand to be accessible to as many shoppers as possible.



SOCIAL MEDIA FOLLOWING & PRESENCE



Made is the definitive leader of the group, with the largest following across all social platforms. However, The White Company (TWC) comes in just behind Made with the second-highest following across all platforms. As one of the most senior brands in the group, TWC's established social media presence shows that all brands have a chance to succeed online if they adopt a modern, digital way of working.

	Facebook (followers)	Instagram (followers)	Twitter (followers)	Pinterest (followers)	Total views	YouTube	TikTok
HOME ESSENTIALS	87,000	40,000	N/A	3,200	(4.8 million views per month)	No	No
THE WHITE COMPANY	362,000	840,000	33,000	48,500	(+ 10 million views per month)	Yes	Yes
AMARA	166,280	108,000	13,900	86,200	(+ 10 million views per month)	Yes	No
MADE	1,871,389	1,500,000	37,300	115,800	(+ 10 million views per month)	Yes	No
LOAF	171,000	426,000	17,000	49,500	(+ 10 million views per month)	Yes	No



INSTAGRAM: FOLLOWERS & ENGAGEMENT



The place for fashion brands to be is wherever consumers are window-shopping. Today, that place is Instagram. Every brand in this report recognises this and has a strong presence on the platform. Made comes in first in terms of followers, and shares the first place spot with Home Essentials for highest engagement rate. The appeal of these brands' social media content is further reflected in their high number of average comments.

	Followers	Avg. daily followers increase	Total media uploads	Avg. likes	Avg. engagement	Avg. comments	Avg. comment per follower
HOME ESSENTIALS	69,000	+164	698	77	0.14%	17	0.025%
AMARA	121,000	+48	2,283	87	0.07%	1.94	0.0016%
THE WHITE COMPANY	911,000	+184	5,835	979	0.11%	9.5	0.0010%
MADE	1,581,000	+794	3,250	2,197	0.14%	77	0.0049%
LOAF	448,000	+316	2,918	461	0.11%	10	0.0022%



INSTAGRAM: FOLLOWER DEMOGRAPHICS



Millennial consumers spend nearly three hours on social media daily and brands need to stand out from the crowd if they want some of that time to be spent on their content. All five brands have succeeded in winning this group over, as millennials make up more than two-thirds of their follower base. The brands' follower demographics are also alike in that the large majority of their followers are female and (on average) in their early thirties.

	% 18-24 age span	% 25-44 age span	Female %	Avg. age
HOME ESSENTIALS	14.9%	70%	93%	31
THE WHITE COMPANY	17.8%	67%	93%	30
AMARA	14.7%	71%	90%	31
MADE	22.1%	68%	84%	29
LOAF	18.8%	68%	87%	32.4



INSTAGRAM VISUALS



Despite their similarity from afar, these brands take distinct approaches to their Instagram content. AMARA takes the most cut-and-dried approach; the retailer exclusively re-posts Instagram content from the brands they carry in their shops. Similarly, TWC posts primarily brand-generated content, but also features insights from industry experts such as professional organisers. Home Essentials prioritises brand-generated content as well, with the occasional collaboration between themselves and macro-influencers. Finally, Loaf mixes in a good bit of user-generated content, while Made exclusively shares dynamic, inspirational user-generated content featuring their products.

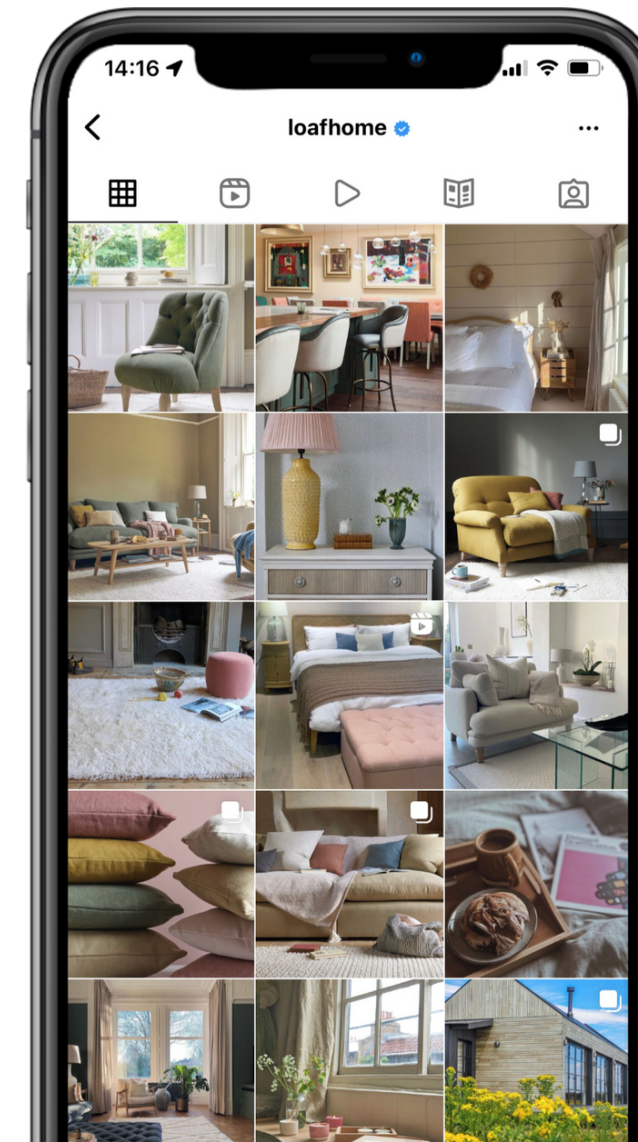
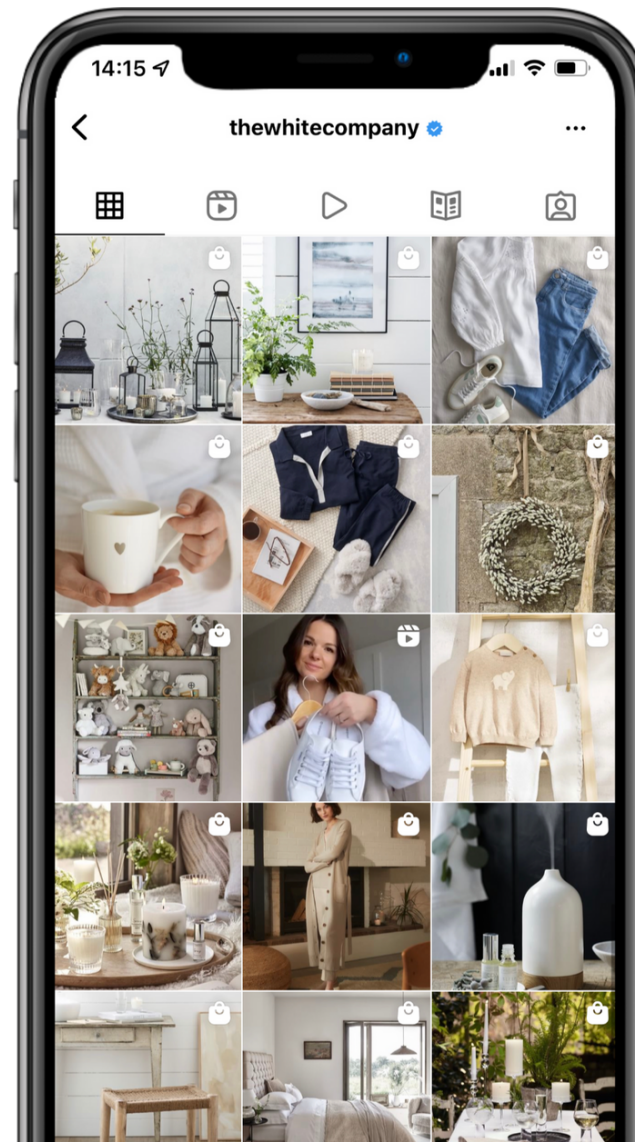
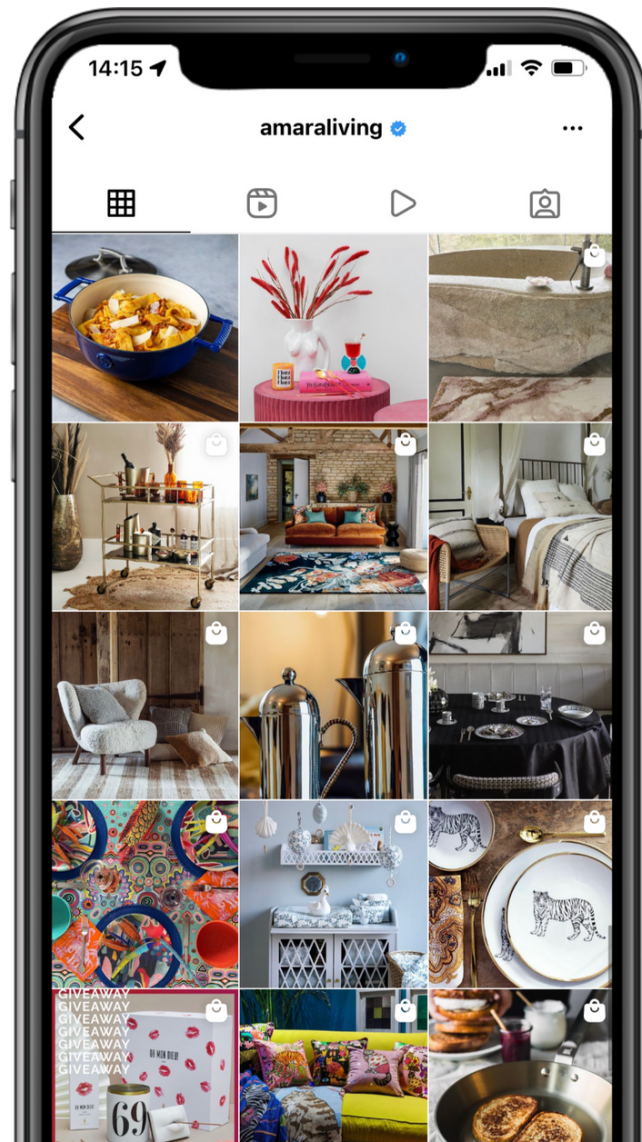
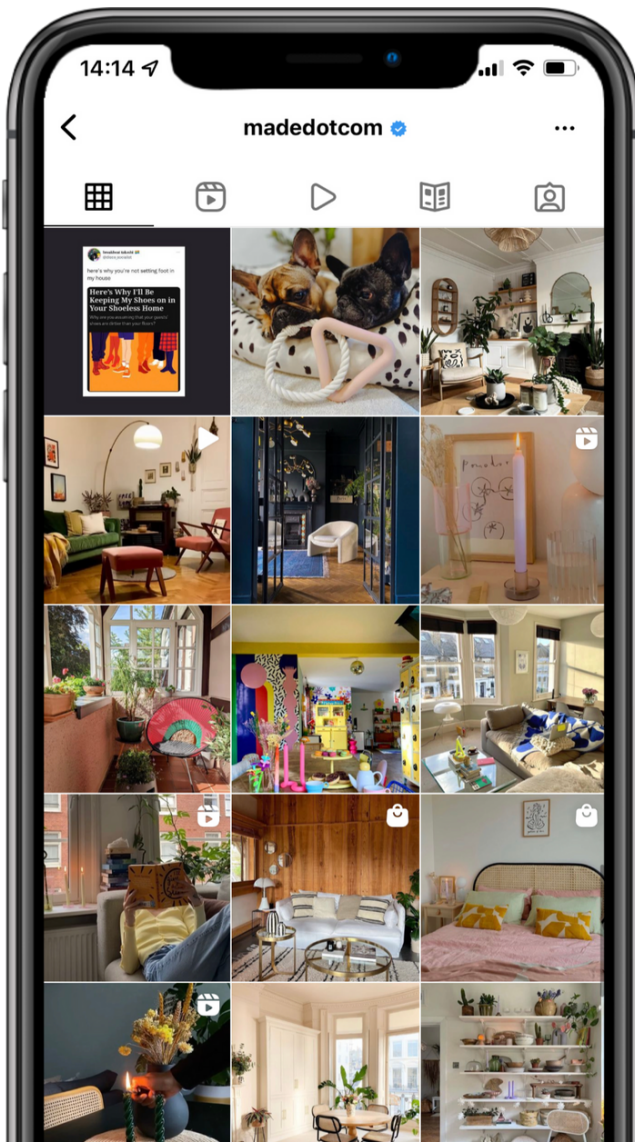
@MADEDOTCOM

@AMARALIVING

@THEWHITECOMPANY

@LOAFHOME

@HOMEESSENTIALSSHOP



Images from 2022-02-16

MADE

Founded in 2015, Made has streamlined the furniture design and manufacturing process so that it takes as little as four months, enabling them to release two new collections every week. The company is able to minimise overheads by selling online, grouping orders of the same item, leasing its factories, and building close working relationships with factories and designers.

Made employs nearly 700 people, 100 of whom work in marketing. Given the brand's digital-native status, it is no surprise that Made has one of the highest percentages of marketing employees working in social media, influencer marketing, and PR.

The brand's investment in social media professionals has paid off in terms of followers: 1.8 million on Facebook and 1.5 million on Instagram. Made is also fairly active on TikTok, a must for any fashion brand trying to grab Gen Z's attention.

	Facebook (followers)	Instagram (followers)	Twitter (followers)	Pinterest (followers)	Total views	YouTube	TikTok
MADE	1,871,389	1,500,000	37,300	115,800	(+ 10 million views per month)	Yes	Yes



EMPLOYEES

645

EMPLOYEES IN MARKETING

96

12

PEOPLE WITH SOCIAL MEDIA, INFLUENCER MARKETING OR PR IN THEIR JOB TITLE

MADE



It's a really exciting time to be working in social media; where platforms more than ever empower personal expression and creativity. At MADE we have big plans in 2022 to go beyond Instagram; diversifying our content, delving deep into the playful side of TikTok, all whilst still celebrating original homes that influence and inspire a community of fans.

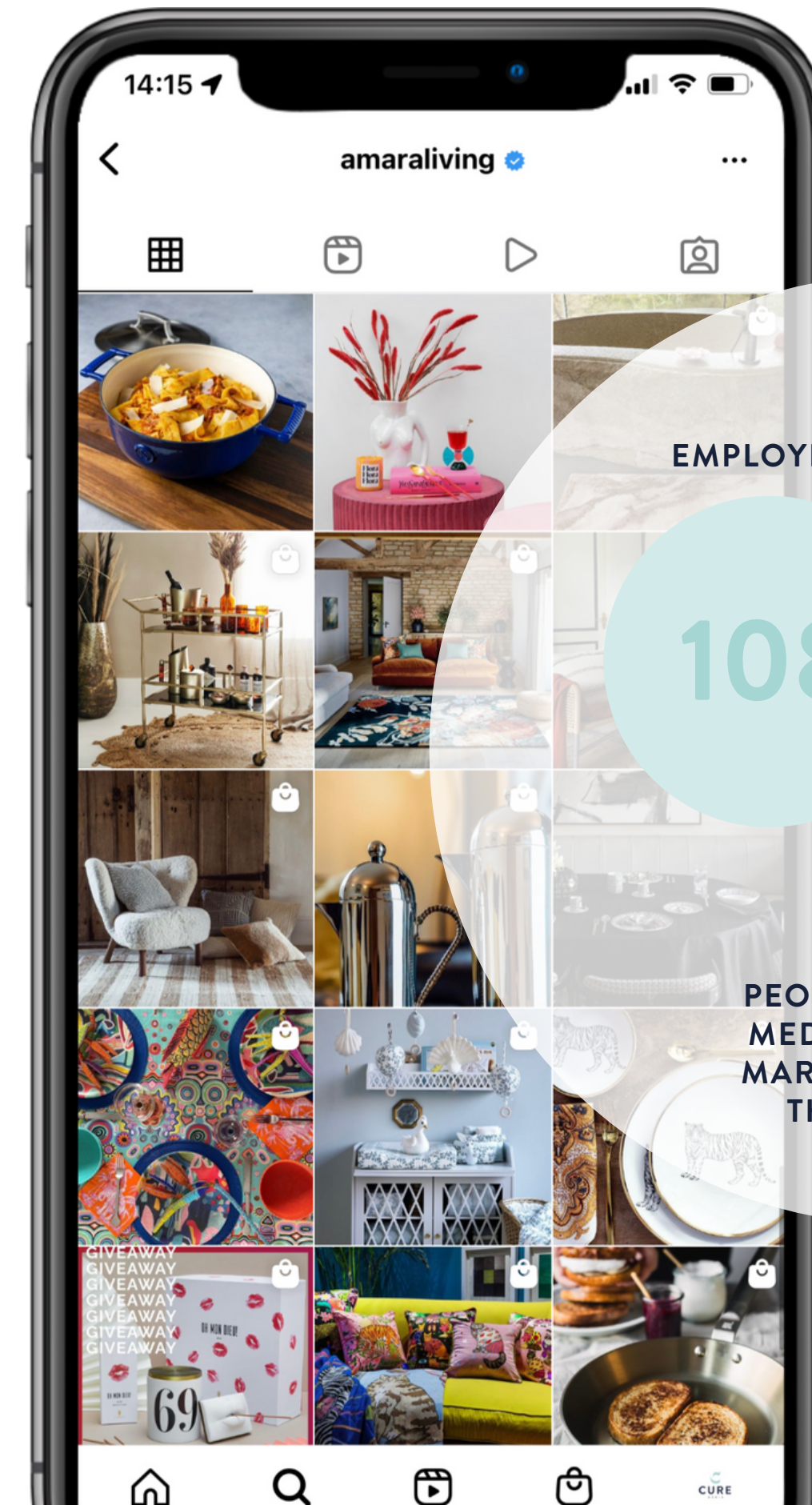
LAUREN SPEARMAN
HEAD OF CONSUMER COMMS &
SOCIAL AT MADE.COM

AMARA

Established in 2005 as an independent boutique, AMARA moved their focus online in 2008 and has since grown to partner with over 300 of the world's leading luxury home brands. Nearly a decade later, AMARA is the go-to online destination for luxury homeware in over 100 countries.

AMARA is the smallest company in this report. Of their 108 employees, 28 work within marketing (25% of the total workforce). AMARA's marketing team does not appear to be focused on social media or influencer marketing, as they do not seem to have any employees in this area. There is definitely untapped potential for the company to grow its social media presence, as it currently has the lowest average engagement rate and comments of the five brands analysed. Given AMARA's higher price point, it is understandable that they are not yet on TikTok where younger audiences tend to be. But, it is never too early to raise brand awareness.

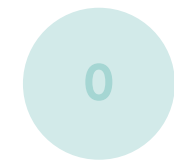
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EMPLOYEES



EMPLOYEES IN MARKETING



PEOPLE WITH SOCIAL MEDIA, INFLUENCER MARKETING OR PR IN THEIR JOB TITLE

HOME essentials

Home Essentials is an N Brown Fashion Group interior brand, and the place to go for beautiful furniture inside and outside the home. N Brown's ambition is to become the most inclusive retailer in the UK across fashion and home, and therefore has a Financial Services offering that allows customers to spread out the cost of their purchases.

Home Essentials is difficult to assess because N Brown Group does not publically share the brand-by-brand specifics of their staffing and finances. With that in mind, N Brown Group employs over 1800 people, 225 of whom work in marketing. 5% of their marketing staff is focused on social media, influencer marketing, and PR.

The brand occasionally partners with macro-influencers and currently has a larger following on Facebook (87,000) than Instagram (40,000). This provides a great opportunity for the brand to invest more in Instagram if they hope to reach even more millennial and Gen Z customers.

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HOME ESSENTIALS	87,000	40,000	No	3,200	(4.8 million views per month)	No	No



EMPLOYEES

1800+

EMPLOYEES IN MARKETING

225

13

PEOPLE WITH SOCIAL MEDIA, INFLUENCER MARKETING OR PR IN THEIR JOB TITLE

THE WHITE COMPANY
LONDON

The White Company (TWC) was established in 1994 as a mail-order business selling items through a 12-page catalogue and has since grown into a multi-channel, international business. TWC has been making impeccably stylish, beautifully designed products, principally in white, for over 27 years. Think timeless style, not fast fashion, and attention to detail in everything they do.

TWC is the largest of the brands analysed in this report. Nearly 12% of its 1000+ employees work within marketing. Despite the large size of their marketing team, TWC appears to only employ six people within social media, influencer marketing and PR.

TWC has a remarkably strong social media presence; the brand has over 1.2 million followers on Facebook and Instagram alone. TWC is also one of two brands among the five analysed that are active on TikTok. Currently, the brand focuses on collaborations with industry experts for its influencer activations on social media.

	Facebook (followers)	Instagram (followers)	Twitter (followers)	Pinterest (followers)	Total views	YouTube	TikTok
THE WHITE COMPANY	362,000	840,000	33,000	48,500	(+ 10 million views per month)	Yes	Yes





Loaf was born as a bed and mattress retailer in December 2008 and has since become one of the fastest-growing companies in the UK. In 2012, the brand added sofas and other laid-back furniture to their catalogue. Loaf takes pride in its dedication to quality and craftsmanship, and all of its sofas are made locally in the UK.

Although Loaf now has "slow-rooms" (not showrooms), it is a digital brand at its core. The company has over 160 employees, 21 of whom work in marketing. Loaf employs the highest percentage of marketers in social media, influencer marketing, and PR of all five brands included in this report.

Considering how much Loaf has expanded in recent years, we anticipate this brand will also grow its social media presence. Loaf currently does not do influencer activations. The brand's playful tone of voice lends itself well to user-generated content so we hope to see more collaborations in the future.

	Facebook (followers)	Instagram (followers)	Twitter (followers)	Pinterest (followers)	Total views	YouTube	TikTok
LOAF	171,000	426,000	17,000	49,500	(+ 10 million views per month)	Yes	No



EMPLOYEES

163

EMPLOYEES IN MARKETING

21

3

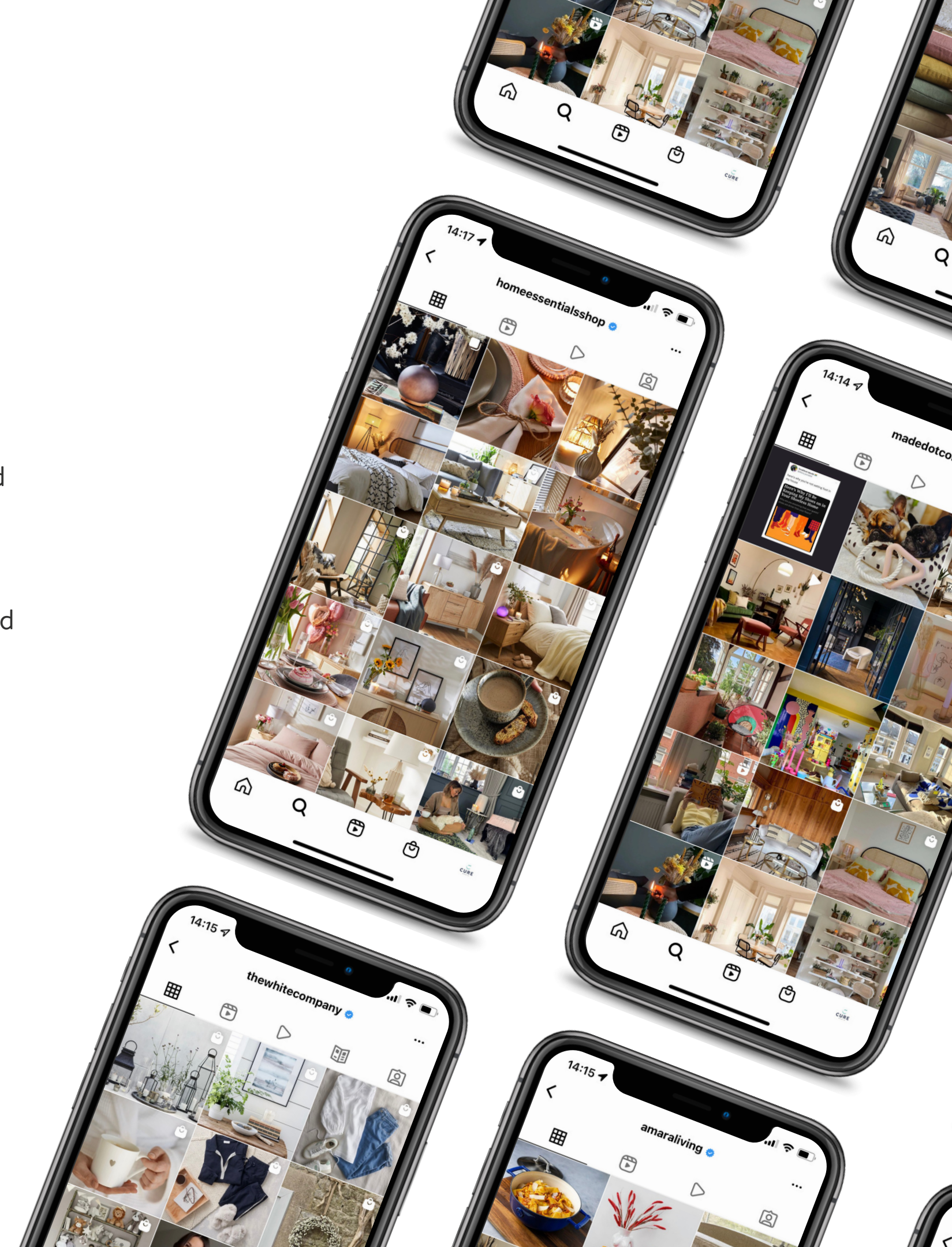
PEOPLE WITH SOCIAL MEDIA, INFLUENCER MARKETING OR PR IN THEIR JOB TITLE

SUMMARY

The heritage brands in this report show that age really is just a number. Despite being founded before the rise of e-commerce, The White Company and Home Essentials have strong social media know-how. Although the brands already work with macro and celebrity influencers, there are great opportunities when it comes to scaling their influencer marketing activities and sharing more authentic user-generated content.

AMARA and Loaf also have strong social media presences. They have done a great job of consistently posting on platforms like Instagram, but would certainly benefit from mixing in more user-generated content and other real-life images into their feeds.

Lastly, Made is certainly making the most of user-generated content featuring its products. Going forward, it would be interesting to see if Made can strengthen its brand community by collaborating with influencers that can create even more dynamic content for the brand.

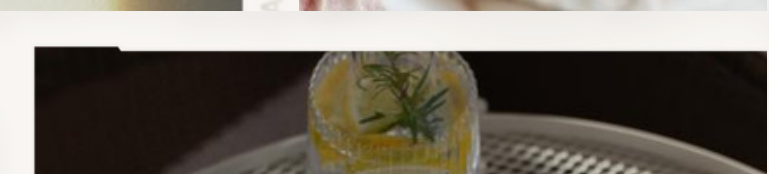
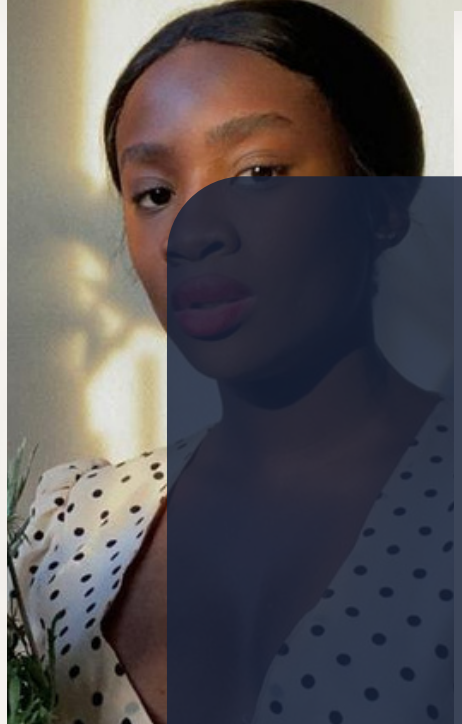




CANVA ST



A STOR



23



CURE

MEDIA

CHECK OUT OUR OWN HOME INTERIOR COLLABORATIONS!



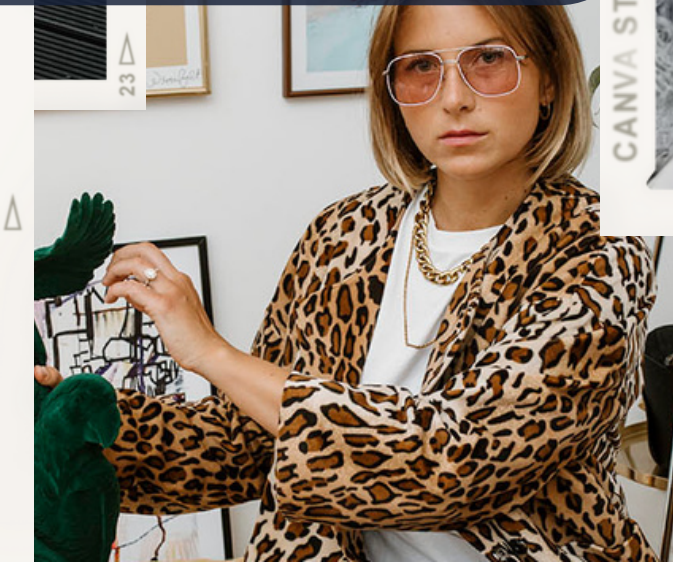
CANVA ST



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CANVA ST

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CANVA STORIES



ABOUT CURE MEDIA

Not just a platform and more than a roster, Cure Media is the hybrid solution for your influencer marketing needs. We believe in measurable results and intelligent intuition – a combination that has led to our partnership with some of fashion’s biggest brands. Bringing together over seven years in the industry, our AI-powered tool, and our team’s expertise, we are now employed by some of the world’s most effective marketers to optimise and scale their influencer activations.

By collaborating with Cure Media, fashion brands can trust that their investment is secure, their risk reduced, and their results cost-efficient, paving the way for replicable success in the crowded influencer marketing landscape.



SAM FOROOZESH
CEO & CO-FOUNDER
@ CURE MEDIA



OUR DEFINITION OF FASHION

At Cure Media, fashion is bigger than catwalks, broader than Fashion Week, and closer to home than top models.

We define fashion as the beating heart of any cultural moment, the prevailing style or dominant behaviour of a given time. Fashion is the way we define ourselves in a crowd, the things that say "this is me".

For some, that will mean the hottest pair of heels. For others, it will be the velvet sofa taking pride of place in their living room. Fashion is whatever allows you to express your identity and creativity to the world without restraint.



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