

Breaking News! Duhome & Shopify Teamed-Up to Woo More Furniture Lovers

In the post-COVID era, it's time for DTC brands to shine. Duhome pivots quickly from third-party platforms to its own branding site to woo furniture lovers.

“We are delighted to build our own branding site and provide a channel for us to reach highly engaged audiences and change their life.” Said Mr. Du, the CEO and founder of Duhome, “When we were exploring an innovative way to connect our brand Duhome with our users, we decided to build [our own branding site](#) to help us grow and expand our commerce capabilities globally.”

Why Go Direct?

Traditional business model often leads in much longer for us to wait for the customer feedback. That's where direct to consumer (DTC) comes into play. Although we have run several stores on third-party e-commerce platforms and won an increase in ecommerce sales, we insist on seeking for a new way to get closer to our consumers, hear their voice and meet their deeper demands on furniture. What we gain from DTC is the better direct control over pricing, promotion, product and distribution. We are able to communicate directly with consumers, thus enhancing customer loyalty.

More Advantages are Discovered:

SUPPLY CHAIN: With a wreaking havoc on global supply chains, we find us wise enough to become a DTC brand, which leaves less risk exposed in our supply chain.

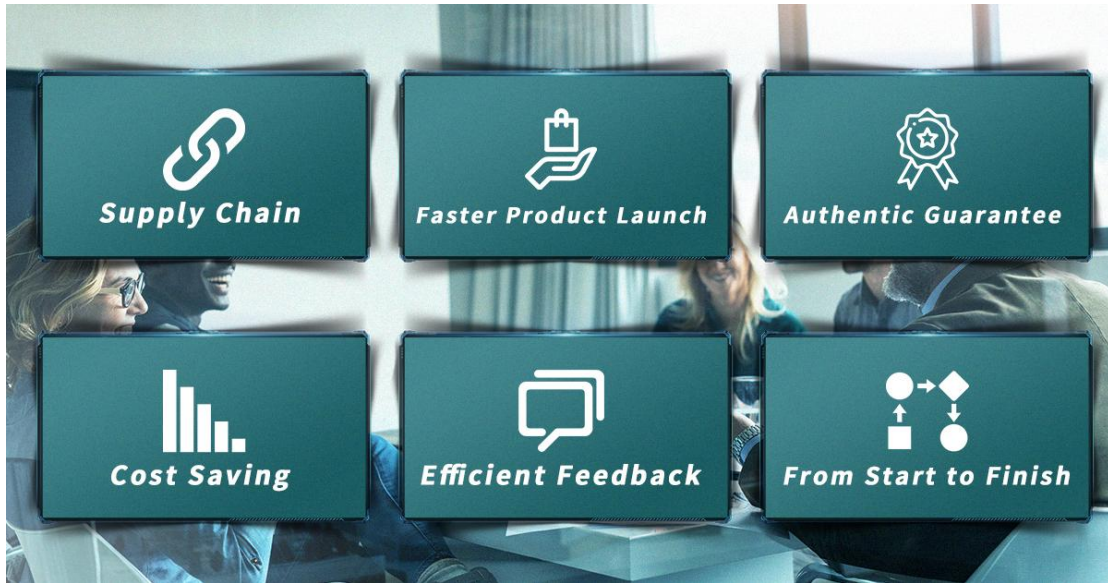
FASTER PRODUCT LAUNCH: Launch of new arrivals becomes easier when we have the chance to test them within a tighter demographic range, and collect customer feedback for further improvements.

AUTHENTIC GUARANTEE: Not only does DTC relieve us of the anxiety about knock-offs, but it also makes sure our customers are safe from online scams.

COST SAVING: Cutting out the middlemen who will usually take a cut of the sale, we pass on those benefits directly to our customers and sell our furniture at a much lower price.

EFFICIENT FEEDBACK: We can understand what our end-users love and hate about the furniture to make adjustments whenever needed and improve our chairs through product reviews.

FROM START TO FINISH: We are able to engage with our users during the whole customer journey, where the first touch was down to the last touch.



What's New in Our Own Branding Site?

A key advantage that our own branding site offers against third-party ecommerce platforms, is the ownership of an immersive brand experience and real-time customer data. A big barrier between Duhome and customers has been dramatically lowered, and we are allowed to get to market quickly by using customizable templates, analytics, inventory management and marketing integrations.

Easily engaged with affluent consumers online without having to rely on third-party platforms, Duhome is going to build a loyal community and host events on [social media](#), which is managed to amass a massive audience and get loyal customers returning repeatedly. From selling to payments to marketing, our own branding site can be customized to be what's best for our brand, and more importantly, what's best for our customers. We own the ability to communicate with each other directly and create a remarkably seamless shopping experience that our end-users really expect.

Contact Info

For all press and media relations enquires, please contact our PR team using marketing@duhome.com

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Or visit us on social media:

FB: <https://www.facebook.com/Duhomeusa/>

IG: <https://www.instagram.com/duhome.us/>

YT: <https://www.youtube.com/@duhomefurniture3803>

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