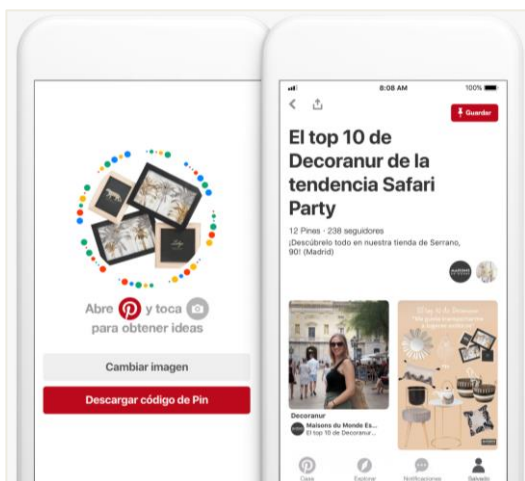




## Maisons du Monde collaborates with Pinterest to create an in-store shopping experience

Maisons du Monde, a creator of inspirational universes in the homeware industry, is continuing its strategic partnership with Pinterest with a first-ever collaboration in Spain.



Throughout December, customers shopping in Maisons du Monde's flagship Calle Serrano store in Madrid will have the chance to use Pinterest Pincodes to bring to life festive products from the latest seasonal collection. Pinterest Pincodes are custom codes you scan with the camera in the Pinterest App to discover curated ideas, products and other content on the platform.

As the Christmas rush intensifies, Pinterest Pincodes give Maisons du Monde shoppers a hand by leading them to Pinterest boards specially curated by some of Spain's top influencers including [Beatriz Millán](#), [Mar Ramos](#), [Violeta Scrap](#), [DecoraNur](#), and [La Bici Azul](#). Each of their Pinterest boards feature their favorite products from Maisons du Monde's new collection to help provide shoppers with inspiration from their own personal style.

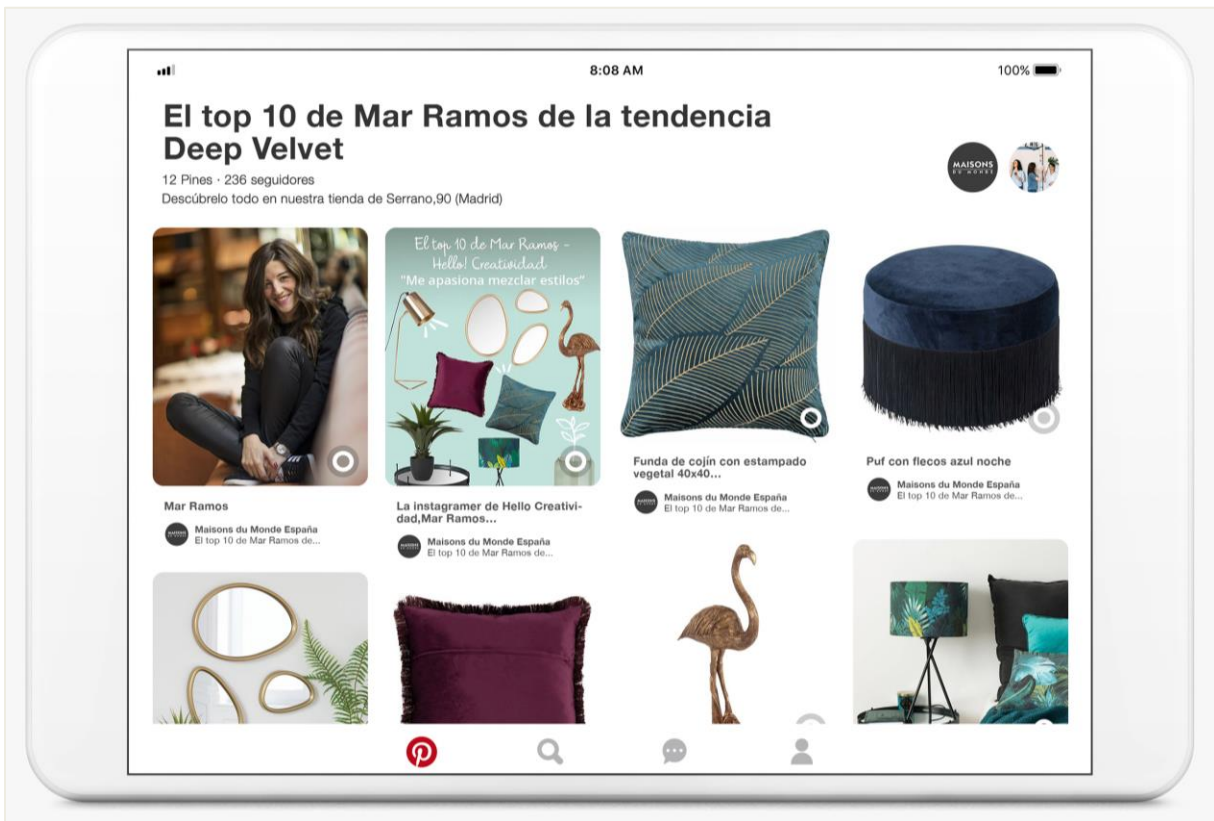
Beatriz Millán said: «*This decor with a good book, is the perfect plan*»

Mar Ramos explained: «*I am passionate about mixing styles*»

Violeta\_Scrap said: «*I am crazy about soft materials*»

DecoraNur declared: «*I like traveling to exotic places*»

La bici azul said: «*This décor generates a-blue-cinations*»



Pinterest is a place for people to discover ideas for their own personal taste and go from inspiration to purchase. People have always used Pinterest for shopping inspiration, to find new trends, styles and products, and figure out their preferences. With more than 18 billion home decor ideas (Pins) on the platform, Pinterest is becoming the go-to place for people from all over the world to discover inspiration and define their personal spaces.

The inclusion of Pinterest's Pincodes in-store makes it even easier for Maisons du Monde customers to be inspired with ideas from influencers on how they can incorporate these products into their own homes. From velvet cushions to metallic planters, these curated Pinterest boards also represent the latest home decor trends and are sure to have ideas for every style.

Each month, 250 million people around the world visit Pinterest, a visual discovery engine, to find new ideas about what to do or what to buy actively. Businesses such as Maisons du Monde can connect with Pinterest users when they are making a decision on what products and services they are going to try.

### How do Pinterest Pincodes work?

1. Open the Pinterest application on iPhone or Android.
2. Touch the Pinterest camera (located next to the search bar) to open it.
3. Scan the Pincode to discover Pinterest ideas instantly.

### **About Maisons du Monde**

From furniture to home accessories, Maisons du Monde has been creating inspirational and original universes for every room and every style for over 20 years. Throughout the year, our designers capture trends from around the world to create exclusive furniture and home décor collections. Every year, we create 1 furniture collection based on 7 styles, 2 home accessories collections each divided into 6 trends - more than 2000 new items - and 5 catalogues: Furniture and Home Accessories, Garden Furniture, Youth Furnishings, Lighting and BtoB. At the end of September 2018, Maisons du Monde had 325 stores across eight countries in Europe (France, Italy, Spain, Belgium, Switzerland, Germany, Luxembourg, UK) and an e-commerce platform available in eleven countries (the eight countries where our stores are located, plus Austria, the Netherlands and Portugal).

**maisonsdumonde.com**

**corporate.maisonsdumonde.com**

### **About Pinterest:**

Pinterest is a visual discovery engine you use to find ideas for your life including dinner recipes, home and style inspiration, and more. People have saved +175 billion ideas across a range of categories, which others with similar tastes can discover through search and recommendations. Located in San Francisco, Pinterest launched in 2010 and now has +250 million monthly users around the world. Available on iOS and Android, and at [pinterest.com](https://www.pinterest.com).

### **Press contacts**

#### **Maisons du Monde:**

[prensa@maisonsdumonde.com](mailto:prensa@maisonsdumonde.com)

#### **Pinterest:**

Michelle Kramer: [press@pinterest.com](mailto:press@pinterest.com)