



Maisons du Monde launches its marketplace in France, accelerating its digitalisation

For more than 20 years, Maisons du Monde, a European leader in original and accessible home décor and furniture collections, has been innovating and supporting its customers by offering them inspiring, multi-style atmospheres for the home. Maisons du Monde continues to evolve in November 2020 by converting its website maisonsdumonde.com into a selective and inspiring marketplace, continuing to offer more choice and inspiration for interior design and furnishing fans.

The maisondumonde.com website is therefore opening up to brands carefully selected by the Maisons du Monde teams which provide a good fit in terms of style, affordability, quality and responsibility and which complement its own offering, with categories such as linen, kitchen utensils and bedding.

Initially launching in France, the Maisons du Monde marketplace includes over 200 brands offering 25,000 additional SKUs. Drawing on expertise from the world of interiors, Maisons du Monde has selected

specialist, young designers and Made in France brands as well as socially responsible brands in order to provide customers with a large, quality offering for the entire home, enhanced by an inspiring web design.

“It is a meaningful project for our customers and all lovers of interior design and furnishings.”



A project at the heart of the Maisons du Monde digital strategy

The marketplace is at the heart of Maisons du Monde's strategy, accelerating the digitisation of the Group, which already generates 50% of its sales thanks to digital transactions (e-commerce and click-in-store), with the site receiving 10 million unique visitors per month. The expansion of the product range offered via the marketplace is expected to enable Maisons du Monde to increase traffic to the website whilst simultaneously further enhancing its reputation.

The interior design experts from Rhinov, the digital start-up which joined Maisons du Monde in June 2019, will enrich their decoration projects with a product

selection from the marketplace, to provide solutions meeting customers' expectations at their best.

This digital acceleration is part of a determined omnichannel vision for the brand. Maisons du Monde intends to deploy its marketplace in-store in the future, accentuating the differentiation of its model in a world of "pure player" marketplaces.

Maisons du Monde is also strengthening its curative and international arms, acting as a «talent scout» across Europe, offering a discerning and inspiring digital showcase to many quality brands which until now only had a local influence.

Developed in partnership with Mirakl—a French global leader in online marketplaces—the Maisons du Monde marketplace offers a seamless, fluid and relevant customer experience, thanks to the perfect integration of the new items into the current maisonsdumonde.com interface and into the purchasing journey.

With the marketplace launch, the maisonsdumonde.com website's technological platform is also reinforced by implementing Magento solutions to offer enhanced performance; from browsing online to completing the transaction.

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“I am delighted and very proud of the launch of our marketplace in France. It is a meaningful project for our customers and all lovers of interior design and furnishings. It is in line with their aspirations to easily and confidently shop a multi-style, high-quality, original, accessible, and responsible product offering. I am convinced that by offering the best of interior design on our website, through the Maisons du Monde brand and the various brands we have selected, we will strengthen our position as the go-to lifestyle partner. I would like to sincerely thank the Maisons du Monde teams and all those who have supported us on this project. Our marketplace marks the beginning of a new era in our company's omnichannel strategy,” said Julie Walbaum, Chief Executive Officer of Maisons du Monde.

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“We are extremely pleased to have the trust of Maisons du Monde in supporting them during this major stage of their digital transformation. This marketplace fits perfectly into the DNA and strategy of Maisons du Monde, which is affirming itself as the lifestyle partner of its customers by offering them more choice,” added Philippe Corrot, co-founder and CEO of Mirakl.



About Maisons du Monde

Maisons du Monde is a creator of original atmospheres in the home furnishing industry, offering a unique range of home decor items and furniture at affordable prices, available in different styles. The Group develops its activities through an integrated and complementary omnichannel approach, using its international network of stores, its websites and catalogues. Founded in France in 1996, the Group has overseen a profitable expansion of its business activities across Europe since 2003. The Group's sales reached 1,225 million euros in 2019, and its EBITDA was 259 million euros. As at 31 December 2019, the Group operated a network of 376 stores in nine countries — France, Germany, Belgium, Spain, the United States, Italy, Luxembourg, Portugal and Switzerland — and generated 45% of its sales outside France. The Group also successfully

integrated a comprehensive and complementary e-commerce platform, with sales growing by more than 30% on average per year from 2010 to 2019. This platform, which accounted for 25% of the Group's sales in 2019, is available in the nine countries where stores are located, as well as in Austria, the Netherlands and the United Kingdom. In 2018, the Group took a 70% majority stake in Modani, a furniture brand operating in the United States through its stores and e-commerce business. Modani, founded in 2007, is an aspirational “art de vivre” brand, offering a unique range of quality and affordable modern, contemporary and 1950s furniture, with a presence throughout the US thanks to a network of 18 stores.

maisonsdumonde.com
corporate.maisondumonde.com

About Mirakl

Mirakl is the only marketplace SaaS platform that empowers both B2B and B2C organizations to launch and grow an enterprise marketplace at scale. With the Mirakl Marketplace Platform, both B2B and B2C businesses can offer more, learn more and sell more: increase the number of products available for buyers, grow the lifetime value of customers, and anticipate buyer needs and preferences. Committed to ease of use, The Mirakl Marketplace Platform is a turn-key solution that's easy to integrate into any eCommerce platform and Mirakl Catalog Manager makes managing product data quality simple at marketplace scale. Mirakl's unmatched marketplace expertise is key to customers' success. Mirakl employs a team of 60+ marketplace operators who help clients adopt best practices and client success provides critical long-term strategic guidance. Over 300 customers in 40 countries trust Mirakl's proven technology and expertise including Kroger, Afound by H&M, Urban Outfitters, Hewlett Packard Enterprise, Best Buy Canada, Carrefour, Siemens, and Toyota Material Handling USA, Inc. For more information: www.mirakl.com



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