

# MAISONS DU MONDE

Maisons du Monde, European leader in inspiring and affordable homes, is launching its Good is Beautiful brand movement to embed sustainable development in its strategy.



SO THAT GOOD AND BEAUTIFUL GO HAND IN HAND.

**Maisons du Monde wants homes that are as joyful as they are responsible, as stylish as they are committed, as trendy as they are sustainable. This is why the Group is committed to becoming Europe's most desirable and sustainable home decoration brand, and is unveiling its Good is Beautiful movement.**

Good is Beautiful is a fundamental movement that links the past, the present and the ambitions of Maisons du Monde to create a positive impact throughout its ecosystem. It is built on five pillars. They are five commitments reflected in practical initiatives in their respective fields.

Ultimately, Maisons du Monde aims to unite all entities sharing its values around the Good is Beautiful movement, so that everyone can play a part in creating the world of tomorrow.

*"In its raison d'être, Maisons du Monde puts openness and sustainability at the heart of its vision. Our aim is to play a positive role in society, with genuine ambitions and meaningful initiatives. We also want to make this commitment more visible, and are keen for our customers and partners to join the movement."*

**Julie Walbaum, Chief Executive Officer**

*"Good is Beautiful is about proving that acting responsibly can be attractive and fun, including in the homeware, décor and design sector. The development of a more responsible offer, but also a more virtuous approach to energy management and a strong social commitment are key to this groundbreaking initiative for the Maisons du Monde group."*

**Nathalie Rozborski, new Chief Brand and CSR Officer**

**Good is Beautiful, a movement built on five commitments. So that good and beautiful go hand in hand.**



### Commitment #1

A high-fashion decoration and furnishing offer, as stylish as it is responsible.

40% responsible products by 2025: this is the target for the brand, which has already incorporated 20% of its offer into its trendy and responsible "Good is Beautiful" range.

*"Interiors deserve to be as stylish as they are sustainable, which is why we are committed to offering our customers a choice of products that are: eco-responsible, Made in Europe or preserve crafts locally or around the world."*

**Agathe Lacoste, Offering Director.**

Maisons du Monde partner sellers, working through the marketplace, can also join the Good is Beautiful movement.



### Commitment #2

Robust initiatives run with grassroots associations to preserve the environment and help people in need.

After 10 years of sponsoring initiatives, Maisons du Monde created the Maisons du Monde Foundation in 2015. It makes a big contribution to the preservation of forests and trees in France and internationally, wherever there is an urgent need to act.

*"We always work with local populations and choose projects that combine social and environmental impact to ensure their sustainability."*

**Charlotte Jonchère, Head of Development for the Maisons du Monde Foundation.**

At the same time, in keeping with its raison d'être, the Group has been supporting social and solidarity economy associations for several years by providing warm living spaces for those who need them most. Maisons du Monde aims to create 100 "Good is Beautiful" living spaces by 2025, in partnership with local organisations such as Emmaüs, the French Red Cross or the Fondation des Femmes, to which more than 100,000 products are donated each year.



### Commitment #3

A human resources policy that promotes equal opportunity.

The group is committed to a human resources policy where everyone can find their place within a strong team that values diversity and inclusion.

**For Sophie Mouhieddine, Human Resources Director of Maisons du Monde:** *"We need to believe deeply in people and the richness of our differences as a source of creativity! Everyone should have every opportunity to grow and develop."*

Maisons du Monde's achievements: 50% of women in the company's top 100, signing of the diversity charter and stronger commitment to young people. Maisons du Monde, which is about to launch an in-house "Good for Women" movement to promote gender equality, also supports the Dema1n.org mentoring scheme run by Article 1, aimed at young people from disadvantaged backgrounds, with a target of mentoring 500 young people by 2025.



### Commitment #4

Sustainable products, part of a circular and supportive life cycle.

Giving a second life to products is the promise of **Rémi-Pierre Lapprend, CSR Director of Maisons du Monde:** *"Because our products deserve to last and live several lives, we have set up a repair and reconditioning centre. By 2023, we will have a second-hand product range."*

Each year, more than 20,000 products are repaired in the Maisons du Monde workshops in Saint-Martin-de-Crau. The Group works with partners in the social and solidarity economy to promote the reuse of products, most notably through a nationwide partnership with Emmaüs.



### Commitment #5

Transform all Maisons du Monde business lines to cut their environmental footprint.

Reducing carbon intensity by 25% by 2025 reflects the Group's determination to change its internal practices and reduce its environmental footprint. To support a strong and sustainable transition, Maisons du Monde is committed to action at all levels: product design, transport with its commitment to the FRET21 initiative, energy consumption and renewable electricity supply in sales outlets with ISO 5001 certification.

**An on-site system and an unprecedented communications strategy to inspire Maisons du Monde customers to join the Good is Beautiful movement:**

- Promotion of the Group's five commitments in the brand's 357 stores and on its website [www.maisonsdumonde.com](http://www.maisonsdumonde.com)
- Identification of "Good is Beautiful" responsible products in stores, online and in Maisons du Monde catalogues.
- Workshops, meetings and events highlighting its commitment on all the Group's social networks.

**Maisons du Monde key Group information:**

<b>8,628 EMPLOYEES</b>	<b>18,000</b> furniture and décor SKUs
<b>357</b> stores across Europe	<b>over 7.5 million</b> customers in Europe
France, Spain, Germany, Italy, Luxembourg, Portugal, Switzerland, Belgium, United Kingdom, Netherlands, Austria	<b>3</b> Maisons du Monde Hôtel & Suites in Nantes, Marseille and La Rochelle
	<b>95,000</b> products on the Group's marketplace, launched in France in 2020
	<b>1</b> Maisons du Monde Foundation, created in 2015

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**COMMITMENT #1**

Today, 20% of our offer is part of our responsible Good is Beautiful selection

Target: double this to 40% by 2025

**COMMITMENT #2**

100 Good is Beautiful living spaces created by 2025

**COMMITMENT #3**

50% women in the company's top 100

500 young people mentored by 2025

**COMMITMENT #4**

20,000 products repaired in our workshops each year

**COMMITMENT #5**

25% reduction in CO<sub>2</sub> emissions by 2025

100% of our stores powered with renewable electricity

**\*Maisons du Monde – Inspiring everyone to open up to the world, so that we create unique, heartfelt and sustainable places, together.**