

MAISONS DU MONDE



Maisons du Monde, the European leader in desirable and sustainable homes, is rolling out its marketplace in Spain with over 150 partner brands!

For over 25 years, Maisons du Monde has been constantly innovating in the home and decoration sector, offering its customers ever more inspiring collections from around the world. In 2022, the brand is continuing to evolve by transforming its Spanish website into a curated marketplace, powered by Mirakl, offering greater choice and inspiration to its customers, who are looking for a committed local presence.

The Maisons du Monde e-commerce website (<https://www.maisonsdumonde.com/ES/es>) is now open to more than 150 new brands. Local, committed or Made in Spain: the brands featured on the marketplace are carefully selected by a team of Maisons du Monde experts. They all meet the style, quality and responsibility criteria that the brand holds dear. Thanks to Mirakl's marketplace technology, the existing range is enriched with new product categories such as bed linen, bath linen or bedding, and complements existing categories such as decoration, outdoor furniture or tableware. Maisons du Monde customers will be able to browse the brands Rosa Cadaqués (dried flower bouquet creations), Modo Barcelona (Mediterranean-style furnishings handmade in Spain), Baby Bites (second-hand baby accessories), or Kilombo Home (experienced local craftspeople offering carpets and upholstery fabrics with the highest quality materials, mostly made in Spain) alongside the Maisons du Monde product range.

A project at the heart of Maisons du Monde's digital strategy: An omnichannel approach and a local presence to give everyone the opportunity to create a desirable and sustainable home.

Instant access to 20,000 items on the new Spanish marketplace with just one click! This digital acceleration is part of a vision that remains resolutely omnichannel for the Group. At the same time, Maisons du Monde intends to

deploy its marketplace to its Spanish stores in the coming months, thereby accentuating the differentiation and uniqueness of its model, in a competitive universe of "pure player" marketplaces.

"I am delighted and extremely proud of the launch of our marketplace, the first of its kind in Spain to focus exclusively on the Home & Living sector. This is a new experience that we are thrilled to be able to offer to our Spanish customers, in line with their aspirations to easily and confidently access a high-quality, responsible, local and original product offering. This is an important and essential step in our drive to become the most desirable and sustainable Lifestyle and Home & Living brand in Europe," says Carina Rousselle, Network Manager Spain and Portugal.

Developed in partnership with Mirakl, the leading provider of marketplace solutions, 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/ES](https://www.maisonsdumonde.com/ES) interface and into the purchasing journey.

"Following the success of its marketplace in France, Maisons du Monde is launching its Spanish marketplace with seamless integration into the existing website thanks to the support of our technology. This model also allows Maisons du Monde to strengthen its collaboration with local sellers and to showcase their expertise. This decision resonates with the changing expectations of Spanish consumers to be able to consume artisanal and responsible products," says Adrien Nussenbaum, co-founder and co-CEO of Mirakl

Go to: [maisonsdumonde.com/ES/es/e/lanzamiento-marketplace](https://www.maisonsdumonde.com/ES/es/e/lanzamiento-marketplace)

Maisons du Monde key Group information

8,628 EMPLOYEES

357
stores
across
Europe

France, Spain, Germany,
Italy, Luxembourg,
Portugal, Switzerland,
Belgium, United
Kingdom, Netherlands,
Austria

over 7.5 million
customers in Europe

3

**Maisons du Monde
Hôtel & Suites
in Nantes, Marseille
and La Rochelle**

95,000

products on the *Group's marketplace*,
launched in France in 2020

18,000

**furniture and
décor SKUs**

1

**Maisons
du Monde
Foundation**,
created in 2015

About Mirakl:

Mirakl offers the industry's first and most advanced enterprise marketplace SaaS platform. With Mirakl, organizations across B2B and B2C industries can launch marketplaces faster, grow bigger, and operate with confidence as they exceed rising customer expectations. Platforms are the new competitive advantage in eCommerce, and the world's most trusted brands choose Mirakl for its comprehensive solution of technology, expertise, and the Mirakl Connect ecosystem to unlock the power of the platform business model for them.

As a result, companies like ABB, Astore by AccorHotels, Best Buy Canada, Carrefour, Catch, Changi Airport, Darty, The Kroger Co., Leroy Merlin, Maisons du Monde, Metro, and Toyota Material Handling gain the speed, scale, and agility to win in the changing eCommerce landscape. For more information: www.mirakl.com