

MAISONS DU MONDE



Maisons du Monde opens its first store in Sassari, on the Italian island of Sardinia

Friday, 22 July 2022

**Via Predda Niedda Str. 02
07100 SASSARI SS**

On Friday 22 July, Maisons du Monde is opening a store in Sassari, Sardinia. This new 1600-m² space offers customers a world of choice when it comes to home furnishings.

Something for every style... every desire

A meticulous setting showcasing a selection of furniture, decor, lighting, textiles and tableware. No impositions here — the furniture and decor do not belong to any one style but to all styles in an effort to capture the personality, emotions and tastes of individuals. From gifts to specific ideas and special favourites to placing an order, Maisons du Monde can help with any decorating need.

Sassari has a team of 17 customer-facing staff

The team of 17 includes 16 new recruits, all ready to welcome and advise clients. The team will be on hand to help customers plan projects in the “Interior Design” corner, which showcases all of the brand’s styles, all of its sofa shapes, colours and materials, along with textile samples, rugs and wood in different tints and shades.

Customers and budding designers will be able to find great inspiration in Sassari from 22 July, as well as all kinds of furniture and decorations, and very soon, the new Autumn/Winter 2022 collection.

A responsible point of sale

Maisons du Monde’s CSR brand, Good is beautiful, rests on five pillars: offering a responsible range of products, supporting associations, promoting equal opportunities, developing the circular economy and reducing our environmental footprint. That is why the company is acting on several initiatives to take concrete action in its stores: waste sorting, reducing energy consumption to mitigate its environmental impact and making its shops accessible for people with disabilities. As is the case with all of our Italian stores, the Sassari store is powered by electricity certified as generated from 100% renewable sources and is equipped with LED lighting to reduce energy consumption. Starting this year, Maisons du Monde has set up a network of Good is beautiful ambassadors to properly promote social, societal and environmental issues and integrate them as much as possible into the professional practices of its employees. Italy now has 49 ambassadors—one in each store—whose role is to introduce concrete actions to reduce environmental impact, encourage good practices and educate store employees and customers about the brand’s CSR actions.