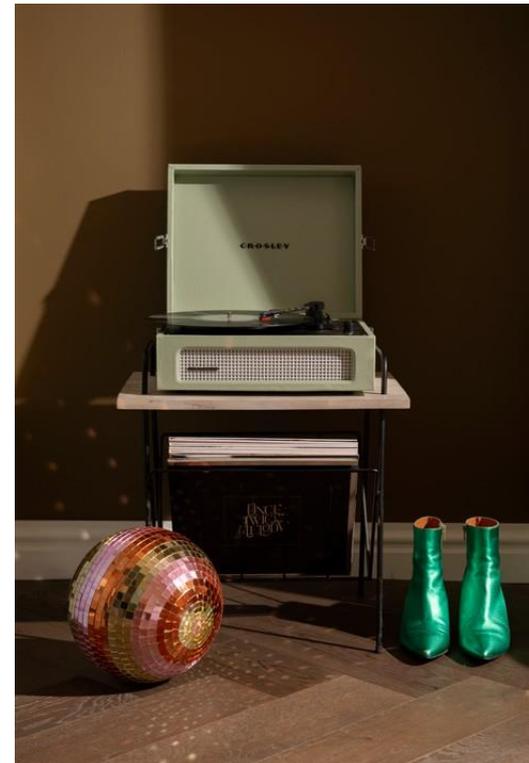


MAISONS DU MONDE



Maisons du Monde Marketplace: exclusive, on-trend brands in-store now

The Maisons du Monde Marketplace will be making its début in our shops from 18 November 2022. Bringing brilliant brands and themed product ranges, it will really put our partners in the spotlight.

The Maisons du Monde Marketplace currently boasts more than 200,000 items from more than 400 partners in France, Italy and Spain, offering more choice and inspiration for fans of interior design and furnishings. Carefully selected by the Maisons du Monde teams, the brands we offer correspond to our DNA in terms of style, affordability, quality and responsibility. Customers can discover articles created by young designers, products made in France, sustainable items and more, all in household linen, small furnishings, small decorative items, as well as leisure and games.

For the first time, Marketplace items will be taking pride of place in shops from 18 November. Customers will be able to discover new brands in store as well as specialist ranges full of inspirational products. Crosley record players are first up. This legendary brand brings music to the ears of vinyl and retro culture fans. In the 1920s, Crosley was the first company to make radios financially accessible to the general public. In 1992, the brand released its first turntable. 30 years later, Crosley has become a high-tech market leader.

A meaningful project for customers and lovers of interior design and furnishings, this project bolsters Maisons du Monde's phygital strategy — a strong and exponential digital presence (e-commerce in France accounts for 42% of sales), backed by footfall at points of sale that are always looking for ways to innovate.

"The omnichannel strategy taken by the Maisons du Monde group is one of the keys to its success. Our thinking is to bring our different sales channels together so each can draw on the strength of the other, with the overall goal of accelerating traffic wherever our customers like to browse. We are achieving this by introducing the Marketplace to our shops, with the initial launch covering six locations." Constance Fouquet, Chief Digital Officer at Maisons du Monde

This exclusive project will be launched in six Maisons du Monde shops: Maisons du Monde Mérignac, Maisons du Monde Avignon Vedène, Maisons du Monde Les-Clayes-Sous-Bois, Maisons du Monde Paris Grands Boulevards, Maisons du Monde Lorient and Maisons du Monde Sainte-Geneviève-des-Bois

Maisons du Monde is the European leader in inspiring and affordable homes. As a brand characterised by openness and dialogue, it unites its 7.5 million customers around desirable and sustainable lifestyles. Atmospheres for the home across multiple styles can be found in its constantly renewed range of furniture and decor. With optimism, creativity, commitment and proximity as its core values, the brand is based on a high-performance, omnichannel model. With its digitalisation, digital sales, customer service, nothing can stand in the way of this love brand and its company purpose: "To inspire people to be open to the world, so that together we can create unique, welcoming and sustainable places to live." In 2022, Maisons du Monde launched the brand's Good is Beautiful movement, to cement sustainable development within its strategy. This movement rests on five pillars. Allowing beauty and goodness to go hand in hand.