



INAUGURAL MAISONS DU MONDE LOYALTY PROGRAMME “MA MAISON DU MONDE” TO LAUNCH IN FRANCE

Presented in early 2024, the Inspire Everyday strategic plan puts customers and their individual satisfaction at the heart of Maisons du Monde’s strategic priorities. It’s why this inspiring, accessible and sustainable French brand—a benchmark on the European interior design and decor market—is taking a new step and launching its very first loyalty programme “**Ma Maison du Monde**” in France.

Designed for and with input from its customers, the programme sets itself apart with its individual personalisation, bringing customers exclusive perks tailored to them.

Innovative and designed to satisfy everyone’s needs in a difficult economic context, “Ma Maison du Monde” is not just about discounts – it also focuses on relationships, emotions and the services on offer, helping each client to feel at home.

Welcoming home over 4.5 million customers across France with “Ma Maison du Monde”! A world of personalised perks built around three loyalty and commitment levels: “Likers”, “Lovers” and “Addicts”. Reflecting progressively closer relationships with the brand, each group is granted exclusive benefits such as discounts, premium services and exclusive events.





From 0 to 199€



From 200 to 999€



Starting at 1000€

	Liker	Lover	Addict
My Privilege Shopping Day	-10% off on the day of your choice*	-15% off on the day of your choice	-20% off on the day of your choice
My Privilege delivery Offerte pour tout shopping toute l'année Offerte le jour de votre choix	From 700€ -	From 700€ From 200€	From 200€ -
My Birthday Privilege	-	15€ offered as immediate discount	Free decorating makeover
My Privilege Evenings Invitation to shop with exclusive offer	-	-	✓
My Privilege events In-store entertainment and surprises	-	✓	✓
My Privilege Offers Discounts reserved for members		Private sales, Previews...	
My Privilege decorating makeover Refund on all purchases over 800€	✓	✓	✓

* Available 30 days after your first purchase

MAISONS DU MONDE +

For Guillaume Lesouef, Brand Director, Offer & CSR at Maisons du Monde:

"The release of "Ma Maison du Monde" enable us to truly honour our Customer Promise by relying on both feedback from our employees and the aspirations expressed by our Customers, while surprising them in new ways. This very first loyalty programme launched in France has been co-constructed with the choice of names: Likers, Lovers names, as well as the content and the privileges it offers, so that so that they can feel at home by creating their own world. This was our priority, to offer the keys to Maisons du Monde to each and every one of them."

And that's not all...

One surprise can hide another all Lovers & Addicts customers, will have free access to our innovative Maisons du Monde + platform du Monde + platform, created especially for this launch.

Maisons du Monde + is the new channel for broadcasting audiovisual programmes, accessible via a URL that reflects a DNA, a state of mind a state of mind, a lifestyle... the one embodied by Maisons du Monde embodies through its products and services.

A fun, inspiring and committed channel to take Maisons du Monde Lovers & Addicts even du Monde even further on a unique journey at the heart of the brand for even more :+ inspiration, + support, + services and + personalisation in reinventing the dream interior of each and every customer's dream interior!

A little + that makes all the that makes all the difference...

Maisons du Monde + makes over 50 hours of content accessible anywhere, anytime and on any device, including:

- **Maisons du Monde collection films** for a sneak peak of our Autumn/Winter and Christmas collections, celebrity exclusives, Rendez-vous Déco events previously only available to professionals, and much more.

- **Interior design advice**, with tutorials, before/after layouts for all types of spaces and tips from Rhinov, Maisons du Monde’s interior design service.

- **The Maisons du Monde CSR documentaries**, with all films by the Maisons du Monde Foundation and its partners, as well as exceptional one-off documentaries.

- **TV shows and reports**, with all the top design shows from all over the world, such as the successful British show Grand Designs, but also Natures Urbaines; Show Me Where You Live; J’ai les clés; Deux, Trois jours en villes; and many more.

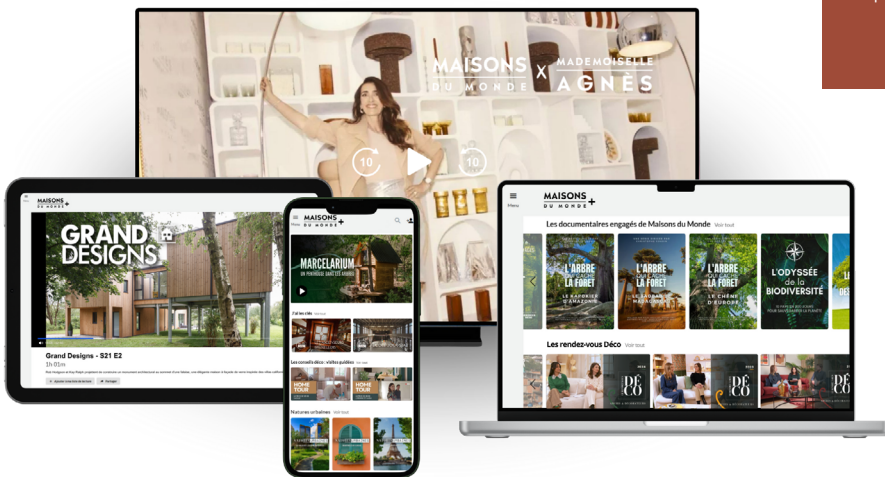
Loyal Maisons du Monde customers can comment on and share all these videos, interacting with each other and heightening their commitment to the brand.

*This unique VOD platform has been tailor-made by teams at **Maisons du Monde** working alongside **Alchimie**, a European leader in VOD/livestreaming solutions on any device. For **Pauline Grimaldi d’Esdra, CEO of Alchimie**: “We are delighted to support Maisons du Monde in bringing its innovative design/lifestyle VOD platform to life. **Maisons du Monde +** is more than just VOD – it is a multichannel social media platform intertwined with Maison du Monde stores. We’re sure that Maisons du Monde customers will love the platform’s ergonomic design and rich line-up, broadcast in HD and available on any device.”*

*Rhinov is Maisons du Monde’s integrated makeover service that has revolutionised the interior design market by allowing individuals to access its fully online service from €99/room. Our designers carry out more than 40,000 design projects a year for all our customers.



For François-Melchior de Polignac, Group CEO, “Maisons du Monde is taking the initiative, offering a unique and personalised fidelity programme and going above and beyond by becoming the first player in its sector to create its own media platform for its loyal customers. It makes all the difference, cementing Maisons du Monde as the French brand that we have loved for nearly 30 years – and that we will love even more tomorrow for the experiences, emotions, education and the advice available in store and at home, all while continuing to inspire people to be open to the world to create unique, welcoming and sustainable places to live together.”



French brand Maisons du Monde is the European key player in inspiring, accessible and sustainable interior design and decor. With 7 million customers, a marketplace and a turnkey 3D house planning service, the brand offers a unique and high-performance omnichannel model around atmospheres for the home across multiple styles, ranging from the classic to the contemporary or even the feel of far-flung places. “To inspire people to be open to the world, so that together we can create unique, welcoming and sustainable places to live” – that is Maisons du Monde’s raison d’être. True to the brand’s strategy, the launch of the Second Chance range of imperfect products in 2023 served to reinforce the company’s environmental and social commitment. In 2024, the Group launched its Inspire Everyday plan, whereby it promised every customer that it would always strive to be more accessible, inspiring and committed, and able to provide better experiences and service. Discover the collection and our commitments on www.maisonsdumonde.com.

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