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Press Release

From 10 to 27 September 2017, Maisons du Monde and Pinterest, in partnership with déco.fr, are inviting their communities to participate in a cross-channel activity in connection with the event "My perfect cosy bedroom"

Designing their dream bedroom on a Pinterest board and competing to make it a reality in a Maisons du Monde store.



Paris, 11 September 2017 - From 10 to 27 September 2017, in connection with the event "My perfect cosy bedroom", Maisons du Monde and Pinterest, in partnership with déco.fr, are inviting their communities to design their ideal bedroom on Pinterest and compete to make it a reality "live" at Maisons du Monde. The winner will receive his/her "bedroom" worth up to €2,500 in the form of a Maisons du Monde gift voucher.

Throughout the operation, déco.fr, the editorial partner of the campaign, will share exclusive contents with interviews, selections of interior decoration ideas and trends.

Pinterest users can now go on the application to design their "My perfect cosy bedroom" boards.

Until 19 September 2017, participants can enhance their boards drawing inspirations from Maisons du Monde products, and the collaborative boards of five bloggers: Rue Rodier, Joli Place, Le Chien à Tâches, Clem Around the Corner and Turbulences Déco. These boards, created in partnership with Maisons du Monde and déco.fr, depict dream bedrooms based on the seven most popular styles on Pinterest: Boho, Shabby chic, Classic chic, Travels, Indus hipster, Nature and Nordic.

On 20 September 2017, the jury, made up of the five bloggers, will select three finalists. A special evening will then be held on 27 September 2017 during which they will be invited to create "live" their dream bedroom using furniture and home accessories from Maisons du Monde, at its flagship store in Paris. The winner will receive a gift voucher worth €2,500.

"With over 11 billion ideas available, Home Decor is one of the most popular categories on Pinterest. 60% of our users have browsed Pinterest before taking a decision regarding a purchase or an interior decoration" says Adrien Boyer, Country Manager



France at Pinterest. "It was therefore a natural choice for us to team up with Maisons du Monde, one of our key partners and one of the favourite brands of our users".

"Throughout the year, Maisons du Monde's design studio monitors trends to create exclusive collections... and to give everyone the chance to make their dream decoration come true! The "My perfect cosy bedroom" initiative designed with Pinterest is very much in keeping with this objective: turning inspirations into reality and giving everyone the desire to express their creativity. From the digital board on Pinterest to the actual creation in a Maisons du Monde store, this stylish initiative embodies the magic of cross-channel activities." Anne-Laure Couplet, Global Brand Director, Maisons du Monde

"According to our last Déco Lab' study carried out in 2016, the bedroom is one of the rooms that French people like to decorate, with 50% of their annual interior decoration budget allocated to it. Since Déco.fr takes care to support its readers and address their daily concerns regarding their house, we are particularly happy about this "My perfect cosy bedroom" partnership with Pinterest and Maisons du Monde. Thanks to this initiative, we give life to the public's creative ideas through inspirations and advice on Déco.fr and Pinterest pins, which can then be found in Maisons du Monde stores. " Marie Signoret, Manager of the Media division, déco.fr

About Maisons du Monde

From furniture to home accessories, Maisons du Monde creates, for the past 20 years, inspiring and original universes for every room in your house and most importantly to cater for every style. Throughout the year, our team of stylists monitors trends across the world to create exclusive furniture and home accessories collections. Every year, we create 1 furniture collection based on 7 styles, 2 home accessories collections each divided into 6 trends - more than 2 000 new items - and 4 catalogues: furniture and home accessories, garden furniture, Junior, Pro Service. At the end of 2016, Maisons du Monde had 288 stores across seven countries in Europe (France, Italy, Spain, Belgium, Switzerland, Germany and Luxembourg) and an ecommerce platform available in eleven countries (the seven countries where its stores are located, plus Austria, the Netherlands, Portugal and the United Kingdom). www.maisonsdumonde.com

About déco.fr

Déco.fr, the No. 1 digital magazine on the world of Home & Garden, inspires and advises over 2 million monthly unique visitors (Médiamétrie – Netratings, June 2017) for almost 10 years. Déco.fr continuously reinvents home improvement, changes ambiances to suit every mood. Déco.fr proposes new ideas, carefully selected products, loads of hints and tips... to its readers to create happy homes! Since 2017, déco.fr supports its readers from providing inspiration to making their purchases with the online store déco.fr. www.deco.fr

About Pinterest

Pinterest is a visual discovery tool that help people find and implement new ideas for all aspects of daily life, from recipes to inspirations for decorations, styles, beauty or travelling. Every month, over 175 million users across the world access Pinterest to get new inspirations from the 100 billion ideas available on the app. Launched in 2010, Pinterest is based in San Francisco in



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California, and is available across the world on iOS and Android devices and on www.fr.pinterest.com.

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