



Press Release Nantes,  
8 December 2017

## **Maisons du Monde innovates and opens the doors to an all-new concept**

**MAISONS  
DU MONDE**

*Showroom*

« ON 9 DECEMBER 2017, MAISONS DU MONDE OPENS A 200M<sup>2</sup> SHOWROOM IN CENTRAL PARIS, IN THE DESIGN AND LIFESTYLE DISTRICT, AT 100 RUE DU BAC IN THE 7TH ARRONDISSEMENT. »»

Immediately on entering the store, customers and visitors have the pleasant sensation of coming home to their future apartment. There's a living room with elegant, contemporary accents, harmoniously combining shades of black and white in the Palmista theme; an attractive dining room in a chic Provencal style; and a bit farther on, a cosily furnished bedroom! And for Green addicts, a sunroom.

Introducing the all-new Maisons du Monde Showroom concept: an immersive experience for discovering the Maisons du Monde ambiances, where furniture and accessories are mixed and matched with style. It's an invitation to design a home decor project with Maisons du Monde staff, who welcome customers in the Advice Workshop, nestled at the back of the store. This

interior design advice corner, with its Industrial look, presents all the brand's styles, all the sofa shapes, colours and materials, as well as wood samples, with the different stains and shades. Take the time to look around and get advice. The showroom staff will place your order quickly and easily from one of the online ordering stations, as well as the extra-large touch screen display in the interior design advice corner.

The showroom is open to everyone: individual customers who have a design idea for a room, apartment or house; BtoB customers looking for an ambiance to reflect their business and brand personality. The Maisons du Monde Showroom is open Monday to Friday, from 10.00 to 19.00, Saturday from 10.00 to 19.30, staffed by experts who are happy to help.

*So remember all these advantages that make this an all-new concept:*

- A fantastic 200m<sup>2</sup> showroom featuring Maisons du Monde furniture and accessory ambiances.
- An "Interior Design Workshop" advice corner where you can choose the decor that matches your personality and style.
- Online ordering stations where you can order your products for delivery anywhere in France, to the location of your choice.
- A major convenience: This is a totally hands-free shopping experience, so you won't have to carry your purchases around with you as you continue shopping in the neighbourhood

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## ABOUT MAISONS DU MONDE:

From furniture to home accessories, Maisons du Monde has been creating inspirational and original universes for every room and every style for over 20 years. Throughout the year, our stylists capture trends from around the world to create exclusive furniture and home décor collections. Every year, we create 1 furniture collection based on 7 styles, 2 home accessories collections each divided into 6 trends - more than 2000 new items - and 4 catalogues: Furniture and Home Accessories, Garden Furniture, Youth Furnishings and BtoB.

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 e-commerce platform available in eleven countries (the seven countries where our stores are located, plus Austria, the Netherlands, Portugal and the United Kingdom).

**maisonsdumonde.com**  
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