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Maisons du Monde partners with Pinterest to launch Shop the Look

This new capability helps Pinterest users to buy the products they have discovered through Pins

Maisons du Monde, a creator of inspirational lifestyle universes in the homeware industry, announces the continuation of its strategic partnership with Pinterest, the visual discovery engine. Following the success of their contest « Let's create...my perfect cozy bedroom », Maisons du Monde and Pinterest reinforce their multichannel collaboration with the implementation of a new capability called "Shop the look".

Starting this Monday March 19, Pinterest users will be able to buy the products discovered on home decor Pins from Maisons du Monde. A white circle will appear on each image of the Brand's new 2018 collection, pinned on its Pinterest account, and will allow its followers to discover the different products they can shop from the e-commerce website maisonsdumonde.com, while being redirected to it. This is an exclusive launch partnership with Maisons du Monde on the Home Decor category – a major category for Pinterest, gathering more than 15 billion ideas across the world.

This collaboration is part of Maisons du Monde multichannel strategy, aiming at reinforcing the use of social media and digital platforms, engaging with its communities, generating traffic and commercial activation. As of today, Maisons du Monde accumulates more than 100,000 followers on Pinterest, ranked n°1 in its category on this app.

Julie Walbaum, Digital & Customer marketing Executive Director, said: « Maisons du Monde is pleased to announce this new collaboration with Pinterest, whose brand purposes are consistent, focused on creativity. This partnership will drive followers from inspiration to action, by reinforcing connections between two powerful and complementary digital environments. It will bring a new service to our fans and followers, helping them to find and implement new ideas, according to their style, way of life and budget. »

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 designers 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 2017, Maisons du Monde had 313 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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