

MAISONS DU MONDE OPENS A NEW SHOP-IN-SHOP IN LEICESTER AT DEBENHAMS ON AUGUST 24, 2018



- **Leading furniture and décor brand Maisons du Monde unveils a new concession at Debenhams in Leicester, St Peters Lane, in a totally revamped store**
- **Maisons du Monde new 2018 Winter-Autumn Decoration collections will be available to delight customers in search of stylish and affordable Home interior ranges**

Continuing its expansion in the UK, Maisons du Monde unveils a new concession store at Debenhams in Leicester, as part of its partnership with the British department store. Earlier this year, in April 2018, Maisons du Monde had launched three flagship “shop-in-shops” with Debenhams in London Westfield Shepperd’s Bush, Birmingham and Manchester, offering British customers the chance to discover the brand in physical stores for the very first time.

The new concession in Leicester takes place in a revamped Debenhams store, as part of its Redesigned strategy. The Maisons du Monde dedicated space, measuring 348 square metres on the 1st floor, has been designed to immerse customers in themed interior universes, showcasing décor alongside furniture items in vibrant and inspirational room sets.

Since its online launch, Brits have fallen in love with the chic French brand which offers thousands of distinctive products at accessible prices. The Leicester concession will showcase the five new 2018 Autumn-Winter Decoration trends: Cosy Blue, Miss Bloom, Emma & John, Safari Party and Deep Velvet. Meanwhile, the Maisons du Monde team will be on hand to give each shopper an individually tailored shopping experience, by providing interiors advice based on the customer’s personal style and taste.

Maisons du Monde is one of the only brands in the world to have its own dedicated design hub – located in its very own French Chateau where a 90-strong team are responsible for creating the collection. The passionate team includes designers, stylists and trend hunters who monitor global trends to create exclusive product ranges, which will now be available to shoppers at Leicester concession.

Steven Cook, Managing Director of Fashion and Home at Debenhams, said: “We are delighted that Maisons du Monde is to expand its presence within Debenhams with the launch of a site in our Leicester store. We believe that its fresh and differentiated ranges will reinforce Debenhams’ position as a major player in the UK homeware and furniture market.”

Anne-Laure Couplet, Global Brand Director at Maisons du Monde, said: “we are delighted to open our fourth shop in shop in the UK, and to offer interiors fans from the Leicester area a chance to experience Maisons du Monde. They will find a huge range of products to update their homes using our stylish accessories or statement furniture pieces.”

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For any further enquiries please contact the Mischief PR Press Office:

020 3128 6600

MdM@mischiefpr.com

NOTES TO EDITORS:

About Debenhams

Debenhams is a leading international, department store destination with a proud British heritage which trades out of around 250 stores across 25 countries and is available online in more than 60 countries. Debenhams gives its customers around the world a unique, differentiated and exclusive mix of own brands, international brands and concessions.

Debenhams has been investing in design for over 20 years through its exclusive Designers at Debenhams portfolio of brands. Current designers include Abigail Ahern, Jeff Banks, Jasper Conran, Sadie Frost and Jemima French, Patrick Grant, Henry Holland, Julien Macdonald, Savannah Miller, Jenny Packham, Aliza Reger, John Rocha, Justin Thornton and Thea Bregazzi and Matthew Williamson.

For more information, visit www.Debenhams.com

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).

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