



## Opening of a Maisons du Monde store in Geneva, Balexert Shopping Center, Switzerland



**Friday, September 17, 2021**



**Avenue Louis-Casari 27,  
1209 VERNIER (SWITZERLAND)**

**On Friday, September 17, Maisons du Monde opens its 11th store in Geneva, within the Balexert shopping center. In this new space totaling 1000 sqm, customers will discover all the home decor universes.**

### **An offer for all styles ... and desires!**

Furniture, decor items, lightings, textiles or tableware will be set in stylish and inspiring spaces. At Maisons du Monde, we keep an eye on trends and showcase the best styles. To inspire our customers, our furniture and decorative accessories encompass all styles to reflect their personalities, their emotions and their tastes. Whether our customers are looking for a gift idea, a specific item, a unique home accessory or want to place an order, Maisons du Monde will satisfy all their decorating desires.

### **In Geneva, a team of 15 people will assist customer**

A staff of 15 people, composed of 9 newly hired employees, will be on hand to welcome them and advise them. They will be able to accompany them to work on a home decor project thanks to the "Decor Workshop" presenting all the brand's styles, all the sofa shapes, colors and materials, as well as wood samples, with the different stains and shades...

Inspiration will be in the air for customers and interior decor fans at the Maisons du Monde store in Geneva where they will discover the new Fall-Winter collections of the brand.

### **A responsible store**

Maisons du Monde is committed to responsible retailing. That is why we work on various elements: improving waste sorting, reducing energy consumption to limit our environmental impact and optimising store accessibility for people with disabilities. Like 97% of the Group's stores, the Geneva store is supplied with 100% certified renewable electricity and equipped with LED lighting to reduce energy consumption. In order to promote and better integrate social, societal, and environmental issues into the professional practices of our employees, Maisons du Monde is setting up a network of CSR ambassadors. With one representative in each store, Switzerland now has 11 CSR ambassadors, their role is to educate employees on the deployment of the group's CSR strategy.

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