

MAISONS DU MONDE COMES TO THE UK HIGH STREET FOR THE FIRST TIME – OPENING AT DEBENHAMS ON 7TH APRIL



- **Leading furniture and décor brand Maisons du Monde is set to unveil three stylish concession stores at flagship Debenhams stores in London Westfield, Manchester and Birmingham**
- **The news promises to please interiors fans across the country, who will be able to visit physical Maisons du Monde points of sales in the UK for the very first time**
- **Hundreds of products from Maisons du Monde's stylish new 2018 collections will be available to delight Debenhams customers and UK fans of the furniture and décor brand**

Hugely popular interiors and décor brand Maisons du Monde is set to unveil three innovative new concession stores as part of a new partnership with British department store Debenhams.

The brand is launching three flagship ‘shop-in-shops’ which open on April 7th, offering customers an innovative shopping experience and the chance to discover Maisons du Monde 2018 ranges in physical stores for the very first time. The dedicated spaces will measure 400 square metres each and will 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. And now, the three new shops-in-shops will showcase the five different themes from the new 2018 collection: the popular *Suzon* range, as well as the earthy, authentic *Green Market* trend, the vibrant *Sweet Tropical* look, *Golden Oasis* and *Cabane* themes. 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 on the high street.

Anne-Laure Couplet, Brand Executive Director at Maisons du Monde, said: “We’ve been on an incredible journey since we launched online in the UK and listening to our customers has been a huge part of that. We know interiors fans love the website, and we believe they will be thrilled to shop at our departments within Debenhams’ stores. As well as offering a huge range of products, our experts will be on-hand to give one-on-one advice to shoppers on how to update their homes using our stylish accessories or statement furniture pieces.”

Steven Cook, Managing Director of Fashion and Home at Debenhams, said: “We are delighted that Maisons du Monde has chosen to work with Debenhams to launch physical sites in the UK. We believe that its fresh and differentiated ranges will reinforce Debenhams’ position as a major player in the UK homeware and furniture market.”

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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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