

**MAISONS
DU MONDE**

**PRINTEMPS
STRASBOURG**



➤ Maisons du Monde comes to the city center of Strasbourg and opens a brand new shop-in-shop of 1,000 sqm on the 5th floor of the Printemps Department store, on June 9th! ➤

Following the opening of a shop-in-shop at the Printemps Nation in Paris, in August 2017, the two banners have decided to continue their partnership: a stylish Maisons du Monde space dedicated to decoration and furnishing opens on the 5th floor of the renowned Printemps Strasbourg Department Store.

At the Printemps Strasbourg, decoration and furnishing will equal Maisons du Monde. The 5th floor of the Department Store will be exclusively dedicated to the brand: in this new space totaling 1,000 sqm, customers will discover every home decor universes – decorative items, lightings, textiles, tableware, and furniture, presented in inspiring atmospheres, around the 7 styles of the brand: modern design, exotic, countryside, seaside, industrial, vintage and classic chic. Whether customers are looking for a gift idea, a specific item, a unique home accessory or wish to place an order, Maisons du Monde can satisfy all their decorating desires. A staff of 11 people, composed of 8 newly hired employees, will be on hand to welcome them.

Catherine Filoche, Partnerships and BtoB Director of Maisons du Monde said: "We are delighted by this new partnership with the Printemps in Strasbourg. Maisons du Monde will be able to welcome customers in a very stylish and qualitative space totaling 1,000 sqm, proposing them a unique shopping experience in this Department store, with vibrant and inspirational room sets."

Since the beginning, Maisons du Monde has focused on decoding all the latest trends, adapting to lifestyle changes and mixing up styles, to create and develop unique, constantly updated collections. We do not dictate one style, our furniture and decorative accessories encompass all styles to reflect the personality, the emotions and the tastes of our customers. Once again, inspiration will be in the air at the Maisons du Monde shop-in-shop of the Printemps Strasbourg.

Press contacts: Maisons du Monde

cprat@maisonsdumonde.com - vguillaumont@maisonsdumonde.com - jollivier@maisonsdumonde.com