

MAISON&OBJET

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SAFI, a joint subsidiary of Ateliers d'Art de France and RX France, organiser of Maison&Objet Paris, Paris Design Week, and operator of the digital marketplace MOM, announces the arrival of Mélanie Leroy as Managing Director of SAFI

Mélanie Leroy spent the first part of her career in the retail sector at L'Oréal, Carrefour and Casino for the non-food sectors in management positions covering marketing, sales and purchasing.

Since 2012, Leroy has been working in the IDKIDS group, which includes the brands Oxybul, Okaidi, Jacadi, Catimini, etc., where she has held positions in purchasing (Toys, Furniture, Decoration, Childcare), marketing and sales. During this time, she also managed the group's digital transition, which included transforming the transactional media company ConsoBaby, building the IDKIDS marketplace, and monetising data. She was most recently Managing Director of ConsoBaby and Director of the IDKIDS marketplace and retail media.

Philippe Delhomme, Chairman of the SAFI Board of Directors, comments: *"With her experience combining physical and digital, her expertise in the furniture, decoration, childcare and toy sectors, and the relationships she has built with major retail groups, Mélanie Leroy will bring new assets to SAFI to deploy and optimise the omnichannel solution offered by the Maison&Objet ecosystem.*

This year, when we are launching new digital services to reinforce our role as a gas pedal for development in the decoration, design and lifestyle community, it is an ideal time for Mélanie Leroy to take an overall look at the essential links between Maison&Objet, the MOM platform and the Paris Design Week and In the City itineraries."

Mélanie Leroy says: *"I am very honored to join SAFI, which has become, with Maison&Objet and for nearly 30 years, a leading brand and an essential meeting place for professionals in the decoration, design and lifestyle community worldwide.*

It's with a lot of enthusiasm that I will continue, alongside passionate and committed teams, to build a complete ecosystem of physical and digital services that will allow all of our customers to develop their business in a long-term way.

With a constant focus on curating the offer, our goal will be to make Maison&Objet a brand committed to providing a unique customer experience in our trade shows and on our digital platform.

Together, we will work to meet our three key challenges: to inspire, reveal and connect all the professionals in the community."