



---

## PRESS RELEASE

---

Lognes, 19 October 2010

### OPENING IN LYON OF THE 1<sup>ST</sup> CONFO DÉCO THE NEW CONCEPT STORE FOR 100% INTERIOR DESIGN AT DISCOUNT PRICES!

On Tuesday, 19 October, the Conforama Group is opening its first Confo DÉCO store.

Following the new extension to the Lyon Part-Dieu shopping centre, this store with a salesroom of 7427 sq ft will offer a wide range of interior decoration items at discount prices, split into seven sections: day, night, kitchen, bathroom, lighting, storage and carpeting. Part of the collections will be unique to Confo DÉCO, while the rest will come from the complete interior design range found in Conforama stores.

Thierry Guibert, Chairman and CEO of Conforama stated: *"The launch of this new distribution format, which targets urban female customers, is an important and symbolic step in transforming our brand. Conforama has now acquired a truly legitimate place in interior decorating, as can be seen from the success of our collections, whether this be bedding, lighting, carpeting, or more recently, our new cookshop, cookware and tableware ranges. We plan to open 3 to 5 Confo DÉCO stores in France as of 2011. Our aim is quickly to have a network of about thirty Confo DÉCO stores across France."*

Find out more about Confo DÉCO at: [www.confodeco.fr](http://www.confodeco.fr)

About:

**Conforama** (a subsidiary of the PPR group) is the world's second largest retailer of home furnishing, with a network of 240 stores, including 184 units in France and 6 in French overseas departments and territories. In addition, Conforama operates 50 stores – 45 under the Conforama name and 5 Emmezeta-branded units – in six countries: Spain, Switzerland, Portugal, Luxembourg, Italy and Croatia. Conforama sales amounted to € 2.928 billion in 2009. Conforama has 13 400 employees. For more information: [www.conforama.fr](http://www.conforama.fr)

**PPR** develops a portfolio of high-growth global brands. Through its Consumer and Luxury brands, PPR generated sales of €16.5 billion in 2009. With approximately 73,000 employees the Group is present in 59 countries. PPR shares are listed on Euronext Paris (FR 0000121485, PRTP.PA, PFP).

To explore the universe of PPR brands go to [www.ppr.com](http://www.ppr.com): Fnac, Redcats (La Redoute, Vertbaudet, Somewhere, Cyrillus, Daxon, Ellos, The Sportsman's Guide, The Golf Warehouse and brands of the plus-size division), Conforama, Puma and the Luxury brands of Gucci Group (Gucci, Bottega Veneta, Yves Saint Laurent, Balenciaga, Boucheron, Sergio Rossi, Alexander McQueen and Stella McCartney).

**Conforama press contacts:**

Isabelle Hoppenot: 01 60 95 25 62 - 06 25 58 14 38 - E-mail: [ihoppenot@conforama.fr](mailto:ihoppenot@conforama.fr)  
Rhizlène Mimoun: 01 60 95 26 43 - 06 25 58 95 52 - E-mail: [rmimoun@conforama.fr](mailto:rmimoun@conforama.fr)

