

MADURA

INTÉRIEURS PARTICULIERS

BRAND BOOK 2024

www.madura.com





We live in a society undergoing profound transformation, where a return to essentials encourages us to slow down and appreciate simple moments, taking time to truly live. The years of «fast fashion,» where «consuming more» was an end in itself, are gradually giving way to «consuming less and better.»

It is within this context that Madura's change is situated, with the guiding principle of a return to essentials, offering collections that rely on trusted values, products that are always high-end while remaining accessible, with beautiful, durable, and natural materials, and an assertive, distinctive, and unique stylistic approach.

Based on three fundamental principles—creativity, quality, and fair pricing—we have developed a collection of timeless pieces: solids in linen, cotton, and velvet that can stand the test of time. Our designers have also created new patterns expressed in jacquard, embroidery, or print. For these new lines, we have chosen to upgrade with superior quality fabrics, even edi-

tor-grade quality, requiring specific techniques and expertise, yet always at accessible prices.

For Madura, it is important that everyone can live their interior since it is nothing less than an expression of oneself.

Our collections, imagined by a team of passionate individuals, allow one to tell their story through the choice of a pattern, a beautiful material, or a color. Our new signature, «Intérieurs particuliers» (Distinctive Interiors), reflects this vision of an art of living that is both warm, sensual, and refined. This is why Madura takes great care in bringing its materials, fabrics, and objects to life, making interiors more vibrant than ever.

Vincent Rey, CEO of Madura

HOW IT ALL BEGAN



“ One who does not know where they come from cannot know where they are going... In this sense, the past is the launchpad towards the future.”

Madura was born in 1971 from Agnès and Michel Bourgeois' passion for travel. Together, they traveled the world in search of new cultures and unforgettable experiences, immersions and sharing. At each stage of their travels, they bring back fabrics with colorful prints and ancestral embroideries.

Back in France, the complementary nature of this duo is expressed through collections with materials, colors and patterns inspired by their travels. They turned to interior design with collections that were both varied and accessible, laying the foundations for quality decorating for all.

In 1981, Madura broke new ground with the launch of "ready-to-install" curtains and sheers. A real revolution, allowing anyone to simply change their decor to suit their mood.

For more than 50 years, this passion for travel, sharing and beautiful materials has been the very essence of Madura.

1971

Madura is founded

1981

Launch of the first ready-to-install curtains

1982

Opening of Saint-Germain des prés shop, rue de Rennes

1995

Showroom opening at La Madeleine, rue Tronchet

2011

Agnès et Michel hands over to Vincent Rey

2012

Launch of the www.madura.com website

2018

Launch of first furniture range

2019

Redesigning the Madura brand and store concept

2020

Creation of Madura Pro dedicated to professionals (Hotels, Co-working, Co-living, Office space)

BACK TO THE ESSENTIAL



BEAUTIFUL MATERIALS AND BOUNDLESS CREATIVITY

Since its inception, Madura has shared its love for beautiful materials and craftsmanship. The new collections embody this return to essentials and simplicity, characterized by a focus on the material, the beautiful, the authentic, rather than the object itself.

«Making the material the central element of a room allows warmth to be infused into interiors and evokes emotion.»

Vincent Rey, CEO

A specialist in materials for nearly 50 years, Madura takes the time to seek out treasures, explore new territories, and select high-quality fabrics, favoring natural materials such as linen, cotton, wool, and viscose—fabrics with unique textures that stand the test of time and daily life.

To showcase these materials, the design studio has imagined bold collections with limitless inspirations. Very much in tune with the times, the «Intemporels» collection highlights the material itself, offering a wide range of colors. Each year, the design studio creates about twenty patterns inspired by landscapes, eras, or artistic movements.

«Travel remains an inexhaustible source of inspiration for creating collections with unique styles and atmospheres. Thus, reimagined jungle landscapes or succulent plants reminiscent of South America continue to inhabit our creations, allowing us to share the moods, patterns, colors, and craftsmanship from around the world.»

Maud Mainil, Chief Product creation and development at Madura.

EXEMPLARY KNOW-HOW



Madura is, above all, a true expert in «ready-to-hang» décor, offering a wide range of easy-to-use pieces accessible to everyone. The brand has sought to elevate «ready-to-hang» décor by bringing it the quality and techniques previously reserved for luxury fabric editors. This is why the new collections highlight the art of braiding, embroidering, weaving, knitting, and even printing, using traditional and high-quality craftsmanship.

Quality and variety are two essential components of the new collections, thanks to the care given to fabric work and a wide selection of finishes and sizes. To achieve this, Madura has partnered with manufacturers and artisans from around the world (Europe, India, Asia...) with specific skills, resulting in collections with exceptional embroidery and finishes. Perfect examples of these skills are the Tigris, Ziggy, and Maranta models, which showcase the chain stitch technique and are entirely handmade. Madura pays close attention to quality finishes that enhance the solid-colored collections with black or tone-on-tone saddle stitching, velvet piping, or even a herringbone finish in a range of shades. The choice of materials is also at the heart of a meticulous selection, as seen in the Nino, Carlina, and Aubin linen collections, with fibers sourced from France. These details add personality to the décor.

«Patterns are at the heart of the collections. Whether printed, embroidered on linen, or in wool jacquard... they bring creativity and texture to the fabrics, dressing up a room while giving it character.»

Maud Mainil,
Chief Product creation and development at Madura.

OUR PRODUCT RANGE



Curtains



Sheers



Throws



Bedspreads



Blinds



Curtain rods



Bed linen



Bath linen



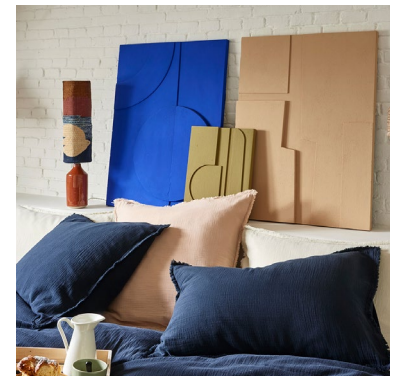
Cushions



Furnitures



Rugs



Decorative objects

NEW STORE CONCEPT



Madura store in NICE



Madura store in MARSEILLE



Madura store in NICE



The layout of Madura's Stores has been rethought in a new concept, the boutique appartement, highlighting the full extent of Madura's expertise.

The brand's aim is to make its stores true places of discovery, capable of arousing emotion so that every purchase becomes a real "coup de coeur".

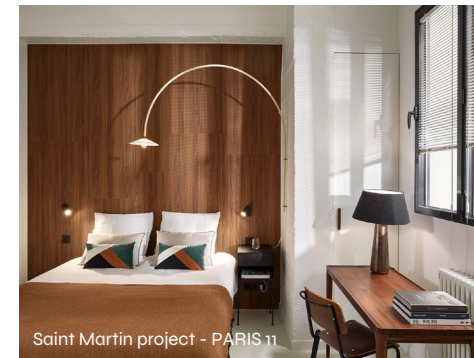
MADURA PRO

Madura also offers an exclusive range of services tailored for professionals in decoration and design (interior architects, decorators, etc.) for projects in hotels, cafes, restaurants, holiday homes, bed and breakfasts, offices, and co-working spaces, as well as for residential projects. The B2B department provides customized support and advice for each project, offering diagnostics and recommendations from Madura's exclusive collections.

An unmatched selection of «ready-to-hang» options includes over 200 models of curtains and sheers available in 3 widths (150, 200, and 350 cm) and 2 heights (280 and 350 cm), as well as more than 400 cushion models available in 4 different sizes.

Additionally, there is an exclusive made-to-order service for professionals, featuring more than 30 curtain fabrics that are fire-resistant and meet European flammability standards, specifically designed for public-access building projects (ERP).

The B2B offering also includes a wide range of services such as installation and alterations, provision of samples, and appointments in-store or on-site at project locations.



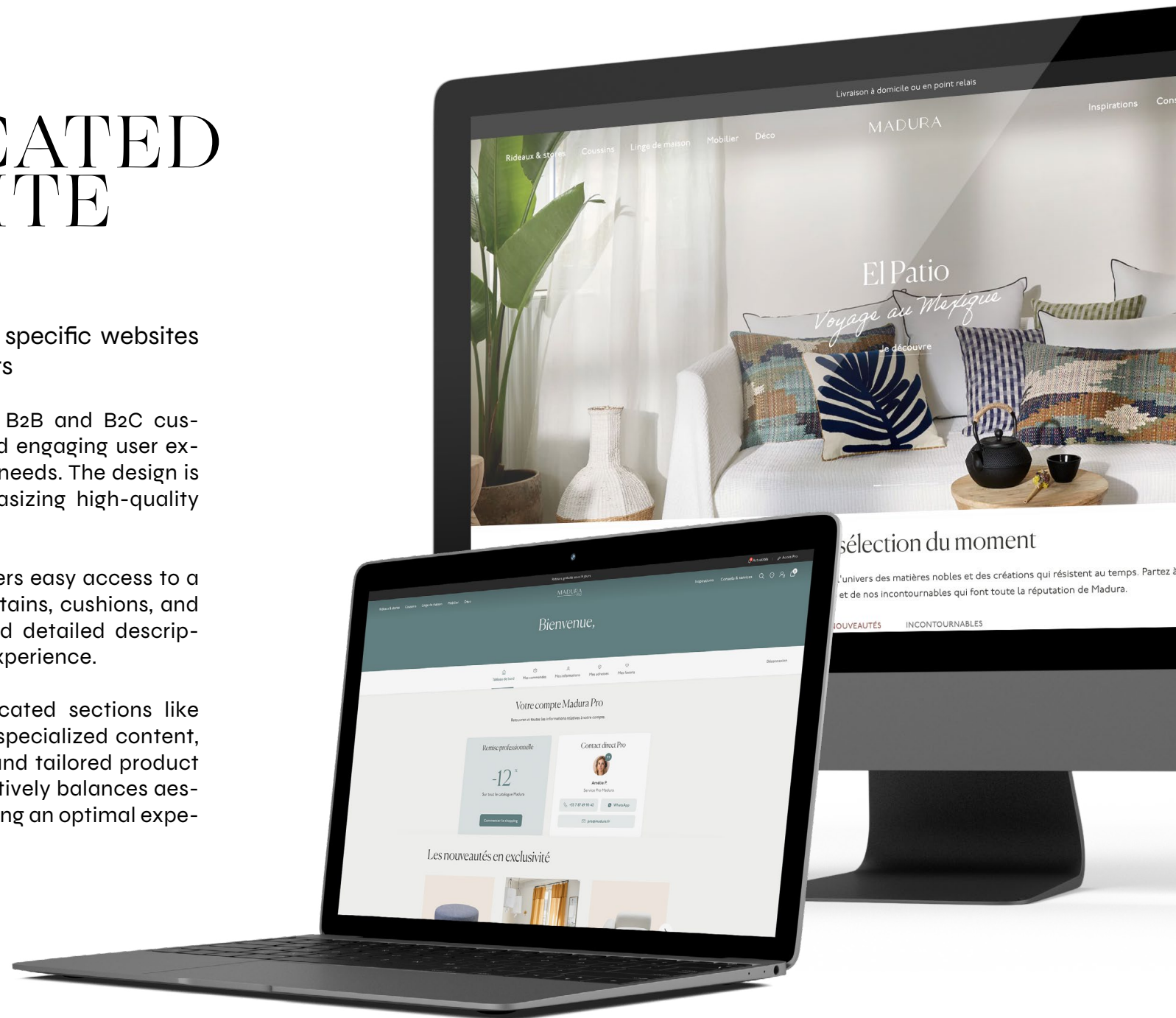
2 DEDICATED WEBSITE

Madura has developed two specific websites for its B2C and B2B customers

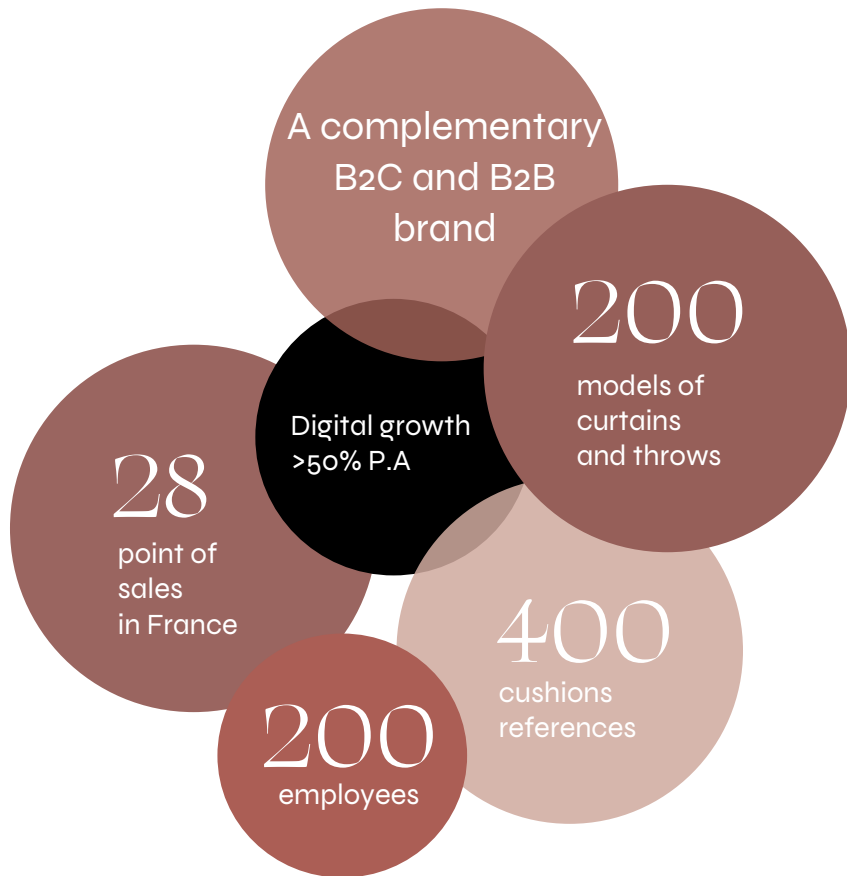
Madura's website serves both B2B and B2C customers, offering a seamless and engaging user experience that caters to diverse needs. The design is modern and minimalist, emphasizing high-quality visuals and intuitive navigation.

For B2C customers, the site offers easy access to a wide range of products like curtains, cushions, and furniture, with rich imagery and detailed descriptions enhancing the shopping experience.

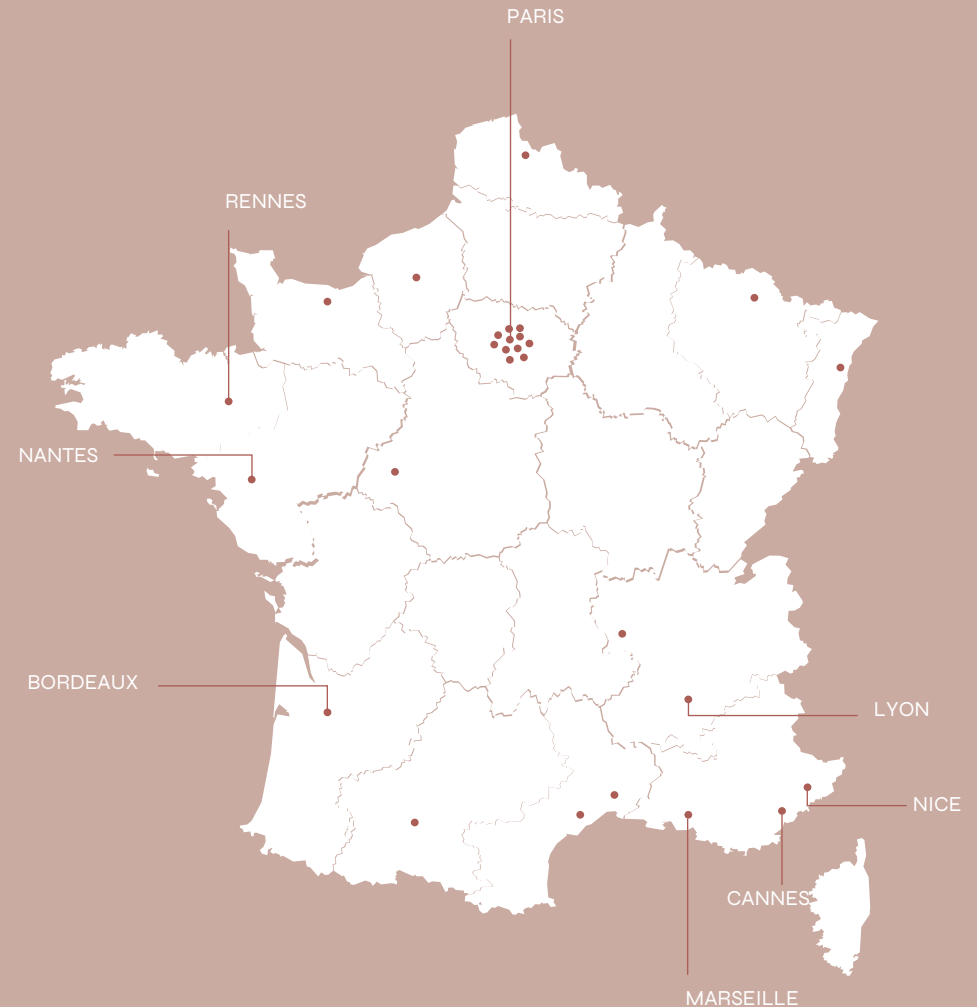
B2B clients benefit from dedicated sections like «Madura Pro,» which provides specialized content, including project case studies and tailored product solutions. Overall, the site effectively balances aesthetics with functionality, ensuring an optimal experience for all users.



FACTS & FIGURES



28 POINT OF SALES



ORGANIZATION CHART



Vincent Rey
DIRECTEUR GÉNÉRAL



Carole Baise
Visual merchandising Manager



Clémentine Capois
CFO



Louis Corsini
B2B Sales Manager



Stéphane Ficat
CTO



Morgane Larfouilloux
Franchise & Real Estate manager

Maud Mainil
Chief Product Creation
and Development officer



Laure Marty
Purchasing Manager



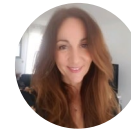
Emmanuella Nimba
PR Manager



Christophe Noppe
Logistics Manager



Annabelle Rollot
Head of Sales



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