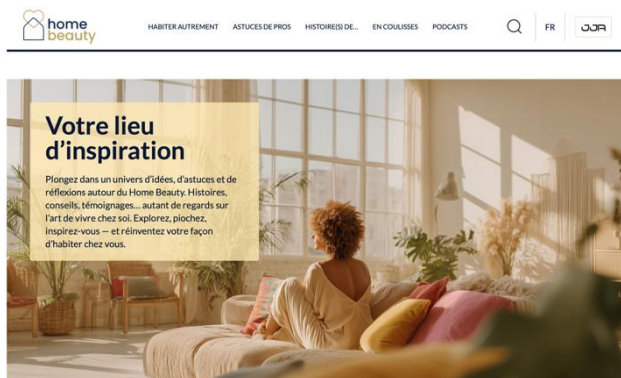


## JJA Group launches its new website and unveils “Home Beauty,” its philosophy for a happy and responsible home

JJA Group, a key player in the home and lifestyle sector with its brands Atmosphera, Hespéride and 5five, is proud to announce the launch of its brand-new website. This modernised and enriched platform offers the Group an opportunity to present its founding philosophy: “Home Beauty,” a way of living at home that is both joyful and responsible.

### “Home Beauty” — more than a concept: a philosophy and a commitment

For nearly 50 years, JJA Group has been committed to making home equipment and decoration accessible to all by offering high-quality, on-trend products at the best possible price. The Group’s commitment goes beyond aesthetics and accessibility, integrating a continuous improvement approach to social and environmental responsibility, known as “The Good Living Project.”



The new website embodies this evolution and highlights Home Beauty as the cornerstone of its vision. Based on the belief that our interiors are far more than simple living spaces, Home Beauty encourages everyone to create a home that truly reflects who they are — a place where they feel good and aligned with their values.

“At JJA, Home Beauty is not just a marketing slogan. More than a concept, Home Beauty is a true philosophy that invites us to rethink our relationship with the home and translates into a concrete commitment to more responsible decoration, accessible to all,” explains Jacques-Olivier Abiteboul, President of JJA Group.



### A three-dimensional approach to quality

At JJA, Home Beauty takes shape through an offering built around three complementary pillars of quality:

- Objective quality: Expressed through carefully selected materials, verified durability and meticulous finishes, ensuring long-lasting products.

- Emotional quality: An appealing design that is both contemporary and timeless, stimulating the senses and contributing to daily well-being.
- Responsible quality: A focus on the social and environmental impact of each product, assessed via the Good Living Score. This unique tool, developed in-house and validated by AFNOR Certification, evaluates environmental and social impact across the product's entire life cycle, offering consumers complete transparency for informed choices.

### A commitment to better living

"Home Beauty is a new way of living at home — happy and responsible," concludes Jacques-Olivier Abiteboul. This vision is embodied daily by all JJA Group brands through their creations, from furniture and decoration to garden furniture and home equipment. The new JJA website is now the flagship showcase for this ambition.

To bring this philosophy to life beyond products, a brand-new content platform enhances the online experience. Tips, ideas, advice, stories and insights are presented through several immersive formats:

- Behind the Scenes, to discover the foundations of Home Beauty
- Pro Tips, featuring expert advice for creating the ideal home
- Material Stories, exploring the uses and evolution of materials through time
- Living Differently, an invitation to broaden perspectives through inspiring lifestyles and testimonials

This editorial experience is further enriched by the launch of the Home Beauty podcast, giving the floor to guests from the home, design and creative industries to explore what transforms a house into a living, inspiring and soothing place.

The new JJA website is available here: <https://www.groupe-jja.com/>

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### About JJA and JJA Group

JJA is a specialist in trendy, affordable home decoration and equipment through its brands Atmosphera, Créateur d'intérieur® (interior decoration and furniture), Hespéride® (garden furniture and Official Furniture Supplier of Roland-Garros), and 5five, Simply Smart® (home equipment).

The company was founded by Paul Abiteboul in 1976 and acquired in 1998 by his son Jacques-Olivier Abiteboul, who has led it since then.

JJA Group also includes four additional companies: Luance (door and window accessories), Tendance (bathroom accessories), STOF (decorative and furnishing fabrics) and hõma (50 homeware and decoration stores in Portugal and Spain). JJA Group is a family-owned company employing 2,400 people and generating €1.2 billion in revenue.

More information : [www.groupe-jja.com](http://www.groupe-jja.com)

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