

JJA Group Strengthens Its Executive Team with Three New Appointments

JJA, a specialist in home décor and furnishings, announces two strategic appointments within its management team: Clémentine Murgier has been named Chief Growth Officer and joins JJA's Executive Committee, while Claire Carteron joins the Group as Group Human Resources Director and a member of the Management Committee. In parallel, Antoine Rochette becomes Deputy CEO of STOF. These appointments mark a new step in the Group's ambition to strengthen its executive team and continue its growth momentum.

Clémentine Murgier, New Chief Growth Officer

With 25 years of experience in consumer goods in France and internationally, Clémentine Murgier joins JJA as Chief Growth Officer. She spent 20 years in Sales and 5 years in General Management at leading companies such as P&G, L'Oréal, and Bel.

As Chief Growth Officer, Clémentine Murgier will be responsible for identifying, structuring, and operationalizing JJA Group's growth levers. Her role will focus on strengthening JJA's development, accelerating value creation, and uniting teams around ambitious projects:

"I have always believed that the greatest successes are built collectively—alone you go faster, but together you go further. Joining JJA is about writing an exciting new chapter in the home industry, with the goal of supporting the Group's growth and developing the teams."



Claire Carteron, New Group Human Resources Director



With 25 years of experience, Claire Carteron has always put people at the heart of her career. She brings to JJA rich and diverse expertise gained across varied environments—from production plants in France and Brazil to retail networks in Europe, the Middle East, and India, as well as e-commerce. Her career includes key positions in the food industry (Vivadour Cooperative Group), retail (Beauty Success, Marks & Spencer), new technologies (Technicolor), and nearly 9 years at Christian Louboutin.

Claire Carteron shares a vision of HR focused on collective success: *"I chose HR to bring people together and enable organizations to succeed: allowing everyone to contribute to the company's performance through their talents and individuality. My role? To lead teams around a common vision and unite them around a shared purpose."* Her values—aligned with JJA's: boldness, passion, ethics, and performance—will guide her mission to structure and develop talent within the Group.

"We are delighted to welcome Clémentine Murgier and Claire Carteron to our management team. Their respective experiences and values are perfectly in line with our corporate culture. We are confident that they will bring fresh perspectives and contribute fully to the success of our projects and the development of our teams, which today include 2,400 employees," said Jacques-Olivier Abiteboul, CEO of JJA Group

Antoine Rochette, New Deputy CEO of STOF

In parallel with these two appointments, Antoine Rochette becomes Deputy CEO of STOF, the Group's subsidiary specializing in decorative and upholstery fabrics. Having joined JJA in 2012, he has been leading Sales and Marketing since 2022. His strategic vision and deep understanding of the Group's brands and customers are a major asset to support STOF's growth and strengthen its positioning in the decorative and upholstery fabric market.

"Joining STOF as Deputy CEO is a fantastic opportunity to continue the JJA adventure from a new perspective. I am excited to work alongside the teams to continue supporting the ambitions of a dynamic Group," says Antoine Rochette.



These strategic appointments follow the appointment of Caroline Bousquet as Group Legal Director last May. They reflect JJA Group's commitment to continue strengthening its executive team to support its growth momentum and reinforce its leadership in the home décor and furnishings market.

About JJA and JJA Group

JJA is a specialist in trendy and accessible home décor and furnishings through its brands Atmosphera, Créateur d'intérieur® (interior decoration and furniture), Hespéride® (garden furniture and the Official Roland-Garros Furniture), 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 been leading it since.

JJA Group also includes four other companies: Luance (door and window accessories), Tendance (bathroom accessories), STOF (decorative and upholstery fabrics), and hōma (50 home décor and houseware stores in Portugal and Spain). JJA Group is a family-owned business with 2,400 employees and generates €1.2 billion in revenue.

More information: www.groupe-jja.com

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