

MELJAC's showroom in Lyon gets a facelift

Leading high-end electrical switches specialist MELJAC has given its Lyon showroom a makeover designed to optimise the display of its products in line with its customers needs. This renovation has also made it possible to match the decoration to the brand's official colours.

“Customers can now touch and manipulate the switches in a real-world setting, fixed to the wall. It was also important to arrange and reorganise the products by collection to make it easy to see at a glance the different options available. I managed this project, which was particularly close to my heart, from start to finish with the help of my partner, showroom representative Christophe BURTE, and we're delighted with the final results, which seem to already be going down well with our customers!”

Baptiste SEGUIN, MELJAC area manager

■ Transformation

Paintings, wallpaper, furniture, lighting... the façade and interior of 5, Rue Charles Dullin (located in Lyon's 2nd arrondissement) have been completely renovated in line with current interior decorating trends and to highlight and emphasise the brand's new visual identity, particularly its grey and gold logo.

The team used a number of locally based services to carry out the work:

- FLORIAN REYMOND / Joinery and painting
- FARROW & BALL / Paint and wallpaper
- XAL – WEVER & DUCRÉ / Lighting
- NOV'ELEC / Electrical work
- AGP PUBLICITÉ / Signs



MELJAC Lyon

5, rue Charles Dullin, 69002 Lyon – +33 (0)4 78 38 37 72

■ Strategic positioning

Opened in 2006, the Lyon store is MELJAC's second showroom and accounts for 31% of the company's turnover in France. Located at the heart of France's second largest urban conglomeration, the showroom benefits from a strategically advantageous geographical position midway between the coast and the mountains, and counts prestigious names such as Chanel's Monaco boutique and 5-star hotels Les Roches Blanches Cassis and Le Cheval Blanc Saint-Tropez amongst its customers.

Responsible for six French regions (Grand-Est, Bourgogne-Franche Comté, Auvergne-Rhône Alpes, PACA, Occitanie and Corsica), the Lyon team's mission is to support its network of official distributors and strengthen ties with all the various building trades.

Discover the secrets to MELJAC's
expertise in the video:



MADE IN FRANCE



About MELJAC

Created in 1995 by André Bousquet, the company (70 employees) designs high-quality electrical equipment using the finest materials. Its innovation and working methods are at the heart of its development, guaranteeing an optimum quality. Today the brand is available all over the world, with approximately 60 authorized dealers to help serve each their respective markets. The company has one subsidiary in the United States of America.

With about 10 collections, MELJAC offers architects, decorators, electricians and private individuals a large range of options: switches, sockets, table lamps, reading lights, thermostats, home automation controls, etc. The brand is also renowned for its bespoke creations.

Some references: the Palace of Versailles, the Louvre Museum, the Horta Museum in Brussels, the Four Seasons Hotel George V, the Meurice, the Royal Monceau, the Royal Mansour and the Mandarin Oriental in Marrakech, the Intercontinental in Geneva, the Danieli Hotel in Venice...

All products are 'Origine France Garantie' labeled. MELJAC is the first company in its business sector to obtain the EPV label (Living Heritage Company). www.meljac.com

PRESS CONTACT: MELJAC France – communication department, Leslie BÉRAUD – l.beraud@meljac.com – Tel: +33 (0)1.71.37.24.00

