

Press release

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alinea chooses Sofinco for its in-store financing solutions

Sofinco, a leader in consumer credit, and alinea, a French furniture and decoration brand and company, announce their partnership to offer financing solutions (split payment and credit) in the 18 stores that the brand has in France.

It is in the context of the development of the company alinea that the partnership with Sofinco was established. Customers of the furniture and decoration brand can now benefit from Sofinco financing solutions in store: payment in 6x, 10x or 12x without fees and credit with fees for longer repayment terms.

While in the furniture market, more than 65% of consumers choose to purchase in-store*, the payment solutions offered at the point of sale have an impact on customer behavior because they meet two other trends in this market: 28% of future buyers plan to use financing solutions offered by stores more regularly and 39% of households want to benefit from longer repayment terms to cope with rising prices*.

The financing solutions offered by Sofinco meet all the needs of alinea customers. They will be able to opt for longer or shorter financing terms depending on the type of purchase and the amount spent.

« We benefit from a strong territorial network and this weighed in the choice of alinea. Our sales team made up of 70 people throughout France and our partner relationship centers support the partner's sales teams in the field and remotely. It is a guarantee of proximity which, supplemented by investments in our digital journeys, whether for the customer or the seller, are assets to support the strong ambitions of alinea on the French market. This partnership is fully in line with our desire to facilitate access to more responsible consumption and we are proud to support alinea which is committed to the relocation of the manufacturing of its products and favors eco-design. » - Christian Fuchs, Director of Strategic Partnerships and Prospecting at Sofinco

*Source: Profil Stydy, 2023, Sofinco - IPEA

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About Sofinco

Sofinco is, in France, the commercial brand of Crédit Agricole Consumer Finance, the consumer credit subsidiary of Crédit Agricole S.A., which has been distributing a wide range of loans to individuals and associated services across all distribution channels for 70 years: direct sales, financing at the point of sale (automobile and home equipment) and partnerships. Sofinco offers flexible, responsible solutions adapted to the needs of its customers and partners (major distribution brands, specialized distribution and institutions). Google's UX Finance 2023 Benchmark awarded Sofinco.fr the title of "Best customer journey".

To know more: www.sofinco.fr

About alinea

alinea is a French furniture and decoration brand and company founded in 1989 in Provence. Since its refoundation in 2017, the brand has affirmed its commitment to promoting cultural heritage and relocating its productions in France, Europe and the Mediterranean basin. Its new identity, the French house, reflects much more than a simple posture. The house is its deep identity, which is none other than alinea's core business. The brand cultivates and promotes an accessible and timeless French art of living, promoting a plurality of know-how and a diversity of styles. In 2023, the brand is strengthening its CSR strategy and unveiling a new series of ambitious objectives by 2026 with its new 'Marius Pact'.

To know more: www.alinea.com