

Home Société Group Appoints New President and Rebranding Initiative to Lead Next Era of Growth

The furniture Leader Unveils Major Updates to Quebec Store Locations as Part of Strategic Expansion



FOR IMMEDIATE RELEASE - Montreal, August 27, 2024 - Home Société Group is thrilled to announce transformative changes within the company. Walid Laaraba, has been appointed as the new President of Home Société Group, effective August 2024. Mr. Laaraba succeeds Stéphane Corbeil, who has led the company for 30 years and will continue to contribute in a different capacity. Additionally, the furniture brand collective, which includes Maison Corbeil, Jardin de Ville, Must, Home Société and La Galerie du Meuble, will officially be rebranded as Home Société Group. This evolution will be accompanied by the launch of a new website.

NEWLY APPOINTED PRESIDENT

Walid is a passionate business leader with extensive retail experience. He has a proven track record of building and growing brands through product innovation, customer centricity, digital transformation, and operational excellence. Since joining Groupe Home Société in 2022, Walid has been a driving force behind building strong brand positioning, establishing merchandising best practices, as well as restructuring the teams for a digital-first strategy leading to rapid customer growth.

Prior to joining Groupe Home Société, Walid led multifunctional teams within different organizations. He held various leadership roles across marketing, strategy, merchandising and digital transformation.

Walid fosters a culture centered on authenticity, passion and teamwork. He is committed to bringing a unique blend of strategic prowess, team building, and a commitment to shape not only the group brands, but lifestyles as well, leaving a lasting impression on shareholders, partners, and the communities he serves.

“From the moment I met Walid, I saw in him a potential future successor who embodies this new generation. More connected, more alert to new technologies, and someone who is anchored in his time,” says Stéphane Corbeil. “Since his arrival at our company, Walid has demonstrated an innovative spirit and exemplary commitment. His vision for the future, aligned with our mission to remain market leader, is both inspiring and full of promise. Together, we have accomplished so many things of which I am proud, and I am convinced that Walid, supported by my brother Éric, will continue this momentum brilliantly.”



Walid Laaraba, President of Home Société Group

HOME SOCIÉTÉ GROUP

In alignment with the growth strategy, the collective will officially rebrand as **Home Société Group**, reflecting its commitment to creating a unified and dynamic presence in the market. As part of this rebranding initiative, the group is excited to launch a new website that will serve as a comprehensive hub for all of its brands. This digital transformation comes at a pivotal time as they prepare for their ongoing expansion into the Ontario market, providing a seamless and enhanced experience for customers and stakeholders.

Home Société Group is made up of five distinct brands: [Maison Corbeil](#), [MUST](#), [La Galerie du Meuble](#), [Jardin de Ville](#) and [Home Société](#). Each of these brands is an expert in its respective field within the furniture industry. First united in 2015, the group brought brands that share the same values and goals for the future together. This synergy has enabled Home Société Group to comprehensively serve the Canadian market, offering customers a unique and holistic experience.

The new homesocietegroup.ca website is now live. Explore the newly launched site to learn more about the group, its values, career opportunities, brands, store location map, and latest news.

QUEBEC STORE NEWS

Building on Home Société’s expansion into Ontario earlier this year, Home Société Group is thrilled to announce the opening of the **very first Home Société store in Quebec in early 2025**. This expansive space will be located in Quebec’s largest private development, Royalmount, and will showcase a selection of Home Société Group brands while highlighting the brands’ dedication to innovation and design.

ABOUT Home Société Group

Home Société Group (G2MC) was created through the consolidation of Galerie du Meuble (acquired in 2012), Maison Corbeil (2013) and Jardin de Ville (2015). Groupe Home Société is a leader in mid to high-end interior and exterior furniture. The company serves its clientele through its 17 stores in Quebec and Ontario as well as its three transactional websites. Groupe Home Société's brand portfolio comprises: Maison Corbeil, MUST, Jardin de Ville, Home Société and La Galerie du Meuble.

Images can be found [HERE](#).

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