



JUMP INTO REALITY

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JUMP INTO REALITY PARTNERS WITH LA REDOUTE INTÉRIEURS

Partnership will enable interior designers to gain access to 3D pieces from the LA REDOUTE furniture and decoration catalogue

[Jump Into Reality](#), the tech start-up revolutionising the interior design process, has today announced a new partnership with LA REDOUTE INTÉRIEURS. The decision to join forces will enable interior designers using the pioneering software, to access a 3D catalogue of LA REDOUTE furniture and decoration, rapidly expanding the range of products available for the end user to visualise.

As part of the partnership, JUMP into DESIGN users will have access to LA REDOUTE's catalogue, enabling them to design spaces using real items from a 3D catalogue of thousands of products. Their clients can then visualise specific furniture in their homes, with the option to buy directly from the manufacturer and have the products delivered to their door.

Linda Facchinetti, Founder and CEO of Jump into Reality said: "We are really excited to be partnering with LA REDOUTE to bring a wider range of amazing products to the professionals using our software. Not only will this partnership support all of the designers using our technology, but it will also enable them to experience projects like never before, thus enhancing client satisfaction and retention."

The collaboration is a clear indication of the significant impact that JUMP into DESIGN is having on the interiors' tech space. Facchinetti continues, "We are excited to see more designers bring their ideas to life for ever more customers, creating beautiful, comfortable and functional spaces, the importance of which has been highlighted by the effects of the pandemic".

Melisa Marín, Head of B2B at LA REDOUTE, said: "At LA REDOUTE, we know how important it is to be able to view our pieces from all angles when shopping online. That's why we now offer our professional customers the possibility to visualise our products in a very intuitive 3D programme, JUMP into DESIGN®, where they will be able to design spaces with our catalogue in a matter of minutes, thus speeding up their projects. In addition, from the same programme they will be able to access directly our website, to check any detail of the product and easily make the purchase".

LA REDOUTE joins Jump Into Reality's impressive list of existing partners, including Made, BoConcept, Desenio and several others.

JUMP into DESIGN, the pioneering tech company's first product, is a cloud-based platform that allows interior designers to quickly and easily create and personalise hyper-realistic 3D designs, to manage and share with clients, like never before.

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Notes to editors

About Jump Into Reality:

Established in 2017, Jump Into Reality is a technology company specialising in interactive content and Virtual and Augmented Reality platforms.

The SaaS business was founded by Linda Facchinetti and Gustavo Díaz, with a vision to lead the way in the VR/AR space with their game-changing patented technology.

Jump Into Reality's first SaaS product, JUMP into DESIGN®, is a cloud-based platform that allows interior designers to quickly and easily create and personalise hyper-realistic 3D designs, to manage and share with clients, like never before.

With access to ready-made inspirational spaces and a 3D catalogue of real products from leading interior brands, users can create beautiful spaces, which clients can then 'walk' through using their own device to really immerse themselves and fully understand the design.

A number of high-profile brand partners, including MADE, Porcelanosa, BoConcept, Kave Home, and many more, have already joined the platform, enabling users to choose from thousands of their 3D pieces to decorate rooms. They can then buy from the manufacturer direct.

The software is easy to use, saves time with fast 3D rendering, and is extremely cost-effective.

About LA REDOUTE INTÉRIEURS

Since 1837, La Redoute has reinvented itself time and time again to keep step with the evolving role of women and their families in an ever-transforming societal landscape. It is the only e-commerce brand to create, distribute, and deliver its home and fashion products from France to customers around the world—all the while offering an unbeatable shopper experience.

Internationally, La Redoute is present in six countries: the United Kingdom, Russia, Switzerland, Belgium, Portugal and Spain. These subsidiaries target their respective national markets, taking into account specific local requirements and using the resources and global

strategy of the brand. La Redoute Intérieurs was launched in 2015.