

DécoIndo: Indonesian craftsmanship designed for French distribution networks

Marseille, March 2026 – Founded in 2024, DécoIndo has established itself in less than two years as a distribution brand specialising in handcrafted outdoor decoration and furnishings for garden centres, landscapers and decoration shops.

Now present in nearly 40 garden centres in France, DécoIndo has a clear ambition: to structure Indonesian craftsmanship to make it accessible, consistent and profitable for retailers.

The goal is clear: to double the network by 2026, integrate national chains, and then begin a European rollout in 2027, accompanied by a significant expansion into interior decoration.

The brand stands out for its pragmatic approach to the market : a rigorous selection of the best Indonesian workshops, 100% artisanal manufacturing, unique pieces, but governed by strict specifications that guarantee the continuity of the collections, a hybrid model combining seasonal pre-orders and restocking in France to secure summer sales.

At the JDC GARDEN trade fair (24–26 March, Marseille), DécoIndo will present its exclusive ranges and confirm its positioning:

sincere craftsmanship, structured around the real constraints of commerce.

Stand G02 – Indoor hall

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