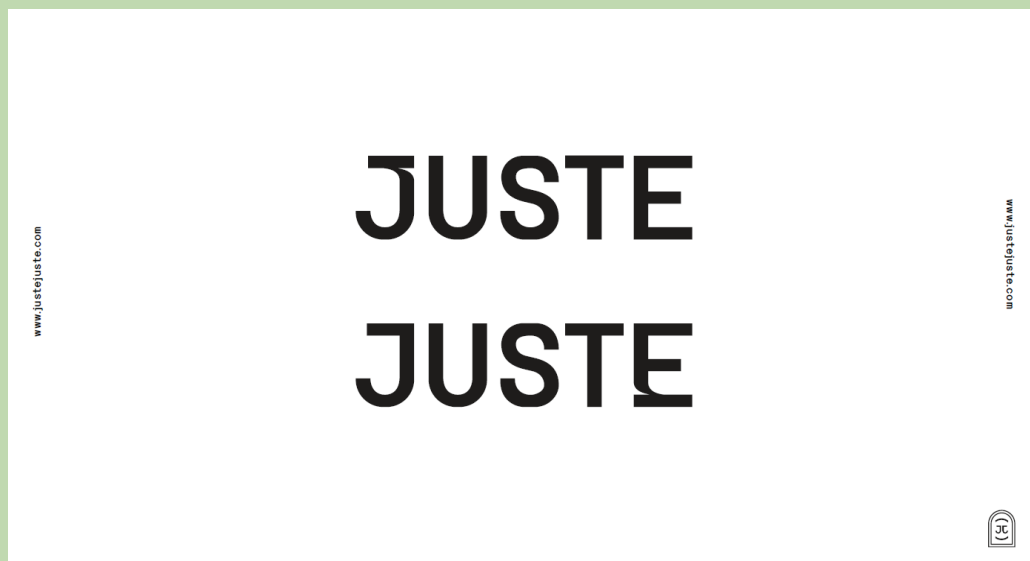




ECO HOL

Maison Juste & Grand Juste: The French Alternative Hospitality



In a world where travelers crave more than just a bed and a hot shower, **Maison Juste** and **Grand Juste** emerge as bold responses to a hospitality sector in search of meaning. More than just accommodations, these Marseille-based venues reinvent urban hospitality through deeply human, sustainable, and local values. Welcome to a new generation of hospitality, where every detail is intentional, every space has a story, and every stay feels both personal and collective.

A philosophy grounded in "juste"

It all starts with one word: **JUSTE** (meaning "fair" or "just"). Not perfect, not excessive. Just right. The idea is simple: offer what's needed, where it's needed, with no frills or pretension, but with sincere attention to experience, environment, and people.

Maison Juste (opened in 2022) and its soon-to-be-launched sibling, Grand Juste, embody a hybrid vision that blends the best of **hotel, Airbnb, and coliving**, tailored for a discerning clientele seeking **accessible luxury, flexibility, and shared values**.

Here, the comfort of a 4-star hotel meets the warmth of a home, the convenience of digital services (mobile check-in, app-based keys, connected concierge), and the ease of a relaxed experience: free luggage storage, breakfast delivered in a recyclable kraft bag at 7:30 am, complimentary coffee, and a terrace to chill like you're at a friend's house.

A living manifesto: artisanal design and local commitment

Every room, every object, every piece of furniture tells a story. Nothing is left to chance. Far from anonymous standards, Maison Juste chooses **local artisanal creation, custom design, and eco-responsible furniture**. Marseille-based designers and artisans like **ColorTherapis, Fabien Pendle, and Ablette Studio** have helped shape unique spaces using repurposed materials, high-fashion recycled fabrics, and salvaged items transformed on-site.

The **Juste construction charter** makes things clear: priority is given to sustainable materials, refurbished equipment, traceability, and recycling. It also emphasizes the concept of "déjà-là" — the idea of **recognizing, preserving, and elevating what already exists**. Whether it's an old door, wooden floor, sink, or load-bearing wall, Juste seeks to work with the existing, to engage in dialogue with the place rather than impose a disconnected style. Upcycling here is not a trend, it's a methodology. Even sinks and electronics are selected based on criteria of durability, budget consciousness, and practical function.

A concept that breaks the mold

Forget impersonal hotel lobbies and news channels on loop. At Juste, you'll find **photos taken by the team, vintage finds, a guitar you can play, books for dreaming, games for kids, and a Maître de Maison** on-site during the day to share the neighborhood's best-kept secrets.

Everything is designed to **streamline the guest experience**: no unnecessary 24/7 reception, but simple tech for essential needs. No overpriced minibars, but free coffee, tea, and filtered water. No flashy room service, but partnerships with the **neighborhood's top coffee shops** for fresh, local, organic, and plastic-free breakfast options. And it works: Maison Juste reported a **70% occupancy rate in its first year** and **rave reviews** on Google and Booking.

Hospitality with a human and environmental soul

Juste's environmental commitment goes far beyond furniture. In 2024, Maison Juste earned the **Clef Verte label**, the top certification for sustainable tourism. Rooms feature **refurbished EcoMatelas mattresses, duvets made from recycled ocean plastic, reusable L'Occitane amenities, and compostable coffee capsules** from Marseille's own **Henry Blanc**. **Waste is sorted and recycled through Lemon Tri**, and staff are trained in **water and energy conservation**. Every small gesture matters: climate control is capped at 22°C, lighting is solar or LED, towels are changed upon request, and electronics are second-hand or reconditioned.

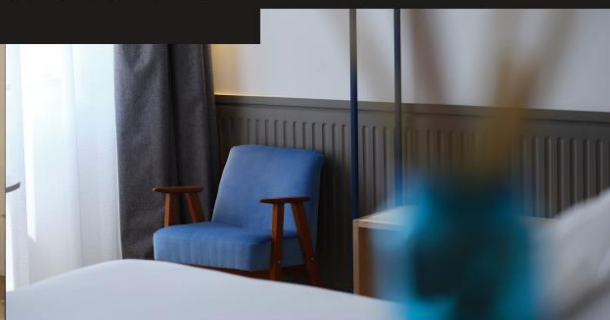
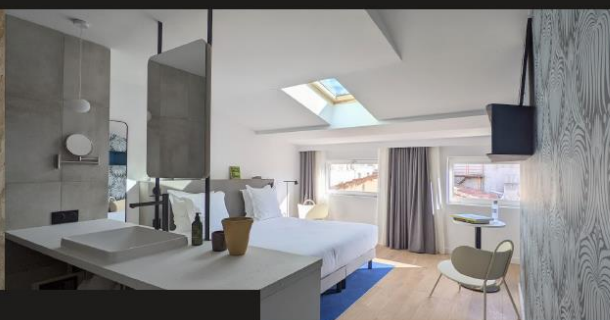
But Juste is also a **social project**: it creates local jobs, partners with ethical suppliers (like **Steezstudio** for organic cotton uniforms), supports local associations (Descodeuses, REC Innovation, Le Grand Bleu), sponsors artists, and promotes the social and solidarity economy. Juste also ensures its team is fairly paid, trained, and included in a meaningful mission.



28 rue Dieudé 13006 MARSEILLE

MAISON JUSTE DIEUDÉ

Ouvert en mars 2022



An inspiring alternative for tomorrow's traveler

Maison Juste and Grand Juste aren't just "cheaper than the 4-star competition" — they represent a **new standard** in hospitality: more **human, sustainable, aesthetic, and mindful**.

They speak to a generation of **connected, curious, and conscious travelers** who want to **explore differently, consume more responsibly, and feel at home while away**.

In doing so, they provide a **fascinating case study for the future of hospitality** — a tangible proof that an alternative model can be both profitable, desirable, and deeply aligned with today's challenges.

JUSTE ESSENTIAL

JUSTE focuses on what matters. Comfortable rooms to sleep well in the heart of the city, ultra-fast wifi, easy access with your phone, welcoming shared spaces and gardens, a luggage room to extend your stay, and Hosts to greet you. No check-in ceremony — just a good night's sleep, full days, and the freedom to explore. No fuss, no frills.

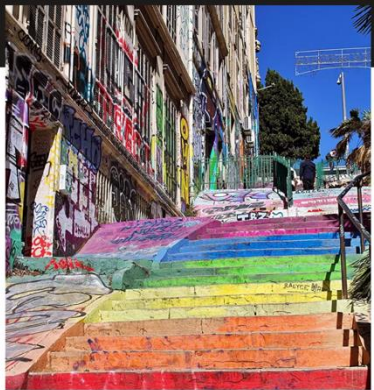


JUSTE HUMAN

At Juste, we encourage natural connections with our guests and neighbours. We value our teams — and make sure they know it. Our commitments are written into our bylaws as a Mission-Driven Company.

JUSTE LOCAL

Rooted in their neighbourhoods, our JUSTE places live alongside those around them. We favour French products, short supply chains, second-hand goods, and collaborate with local makers. We're inspired by the place, not imposing on it. We are Marseille!

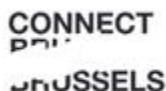


JUSTE RESPONSIBLE

At JUSTE, we prefer to renovate what already exists rather than build new. Tired of greenwashing, we take simple steps to reduce plastic and consume responsibly. Our places are Green Key certified. Furniture and decor are pre-loved. We sort our waste.

References

[Just Home in Marseille — Simple, Human, Responsible](https://www.justejuste.com)
www.justejuste.com



<https://www.ecohol.eu/>



The European Commission support to produce this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.