

07 -11 SEPTEMBER 2023

MAISON&OBJET

PARIS NORD VILLEPINTE

UNIQUE & ECLECTIC

PÔLE MAISON

WWW.MAISON-OBJET.COM

THE CAN'T MISS BUSINESS EVENT

BOOST YOUR BUSINESS

2 337 brands – of which **518** news / edition
81% of visitors order in the following months

CONNECT WITH BUYERS

67.429 unique visitors / fair
44% international – from **144** countries
27% are **exclusive** to Maison&Objet

PITCH YOUR BRAND

1 193 journalists, influencers, bloggers:
31% international
3 WHAT'S NEW corners to present a selection of trends and innovative products

January 2023 session

MAISON&OBJET



UNIQUE&ECLECTIC



2/21

EXHIBITOR FOCUS

On UNIQUE&ECLECTIC, each edition of Maison&Objet brings together* :

182 Exhibitors

Of which almost **1/4** are new

More than **7 800**sqm of booths

43 sqm the average surface per exhibitor

"Pols Potten always presents his collection with great enthusiasm at Maison&Objet. Paris as a metropolis is such a pleasant starting point for a visit and the show offers a lot of inspiration with a wide range of products for different audiences. Maison&Objet is unique in its category as a trade show and a must for the global supply and demand in the interior design sector."

Theo Grootendorst, Founder - Pols Potten

**Average of the January 2020 and the September 2019 editions*



BUYER FOCUS

Maison&Objet is THE show exploring emerging trends and new ways of consumption.

A wide range of professionals – shops, concept stores, interior designers, architects, galleries, hotels – are crossing the alleys to get inspired and find innovative products.

Maison&Objet seen by...:

 **Fabiano Hayasaki**, Architect, BR

With more than 2,000 projects this internationally renowned architect works with very demanding customers.

 **Staffan Tollgard**, CEO, Tollgard Design Group, London, GB

His creative and collaborative approach creates modern and audacious interiors.

 **Delia Lachance**, CEO, Westwing, DE

In 2011, Délia Lachance and Stephan Smalla created Westwing, a private website intended for interior design. Today, Westwing operates in 11 countries.

[Discover](#) the last edition report



© Maison Sarah Lavoine – Paris XVI



“It’s a real strength to have in France a fair with a such recognition, known and renown in France and all over the world. Beyond all the new collections displayed there, it’s a concentrate of trends!”

Sarah Lavoine,
Interior Designer, Maison Sarah Lavoine, FR

UNIQUE & ECLECTIC

A gathering of "concepts" and "personalities" that promotes cultural treasures from here and elsewhere...

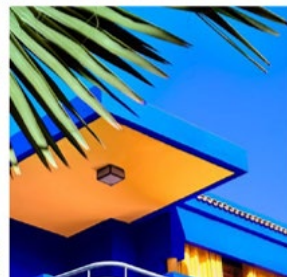
Stories of commitment, passion, materials, cultures, know-how....



UNIQUE & ECLECTIC

#INSPIRATIONS #EUROPE
#CROSSCULTURES #TRAVEL #FASHION
#ENGAGEMENT #PASSION #MEETINGS
#INTERIORDESIGN #ASIA #SECONDHAND
#BESPOKE #PROJECTS #RESTAURANTS
#HOTELSSTORE

#ROOTS #MATERIALS #SIMPLICITY
#AFRICA #SMALLWARES #IMPERFECTION
#DECORATION #ARTISANS #HANDMADE
#HANDWOVEN #DESIGNERS
#DEFENSEOFKNOWHOW #HISTORY
#ANCESTRALTECHNIQUES #RARE
#OBJECTS #CURIOSITY #DISCOVERIES
#RECOVERIES #SECONDLIFE #VINTAGE
#UNIQUE PIECES #AMERICAS



WHERE IS LOCATED UNIQUE & ECLECTIC ?

- In hall 8
- **At the entrance** of the Exhibition Center
- **Connected to hall 7** by the gallery via a "scenographic passage".
- Services : A scenographic Café

THE REASONS FOR THIS EVOLUTION :

- **Refocus and enhance** the creative approach to products, people and their stories
- **Find an exclusive hall dedicated to**
- **Capitalize** on the synergy with SIGNATURE
- **Maintain** UNIQUE & ECLECTIC within the HOME offer gathered in halls 6, 7 and 8



UNIQUE & ECLECTIC



MAISON&OBJET

DECORATION CONCEPTS AND ACCESSORIES

(FURNITURE, LIGHTING, JEWELRY, TEXTILES, DECORATION ACCESSORIES....)



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MAISON&OBJET

THE UNIQUE PIECES, PIECES OF BROCANTE...



UNIQUE&ECLECTIC



UNIQUE & ECLECTIC

THE UNIQUE PIECES, PIECES OF BROCANTE...



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THE UNIQUE PIECES, PIECES OF BROCANTE...



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THE RUGS...



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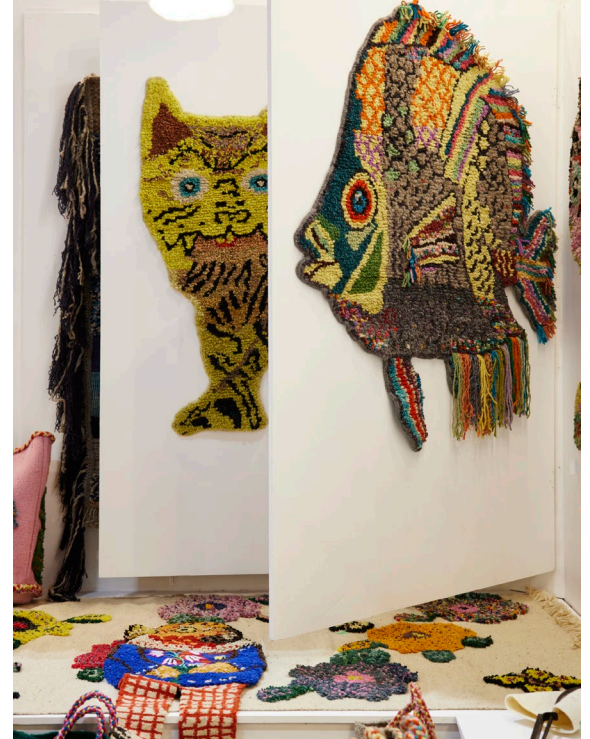


MAISON&OBJET

THE RUGS...



UNIQUE&ECLECTIC



UNIQUE & ECLECTIC

THE RUGS...



MAISON&OBJET



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UNIQUE & ECLECTIC

- All' Origine
- As'Art
- Atmosphère D'ailleurs
- Ay Illuminate
- Beija Flor
- Boboboom
- Borgo Delle Tovaglie
- Chabi Chic
- Chhatwal & Jonsson
- Fernando Otero
- Heerenhuis
- Hindustan House
- Honoré
- Joe Sayegh
- Kanem
- Kilim Ada
- Chuk Palu
- Kronbali
- Manufactori
- MI Fabrics
- Mushkane
- Pagoda
- Po! Paris
- Pols Potten
- Raw Materials by One World Interiors
- Rock the Kasbah
- Sol & Luna
- Thierry Gerber
- Tinja
- Tribus & Royaumes
- Valentina Hoyos
- Van Verre
- Versmissen...



SERVICES AT YOUR DISPOSAL

BOOST YOUR VISIBILITY

Give your brand details for the show **communication tools**: official catalogue, exhibitors list (maison-objet.com), mom, etc.

Apply to our **promotional services** targeted for visitors. These services allow you to be part of the “What’s New” spaces, the visitor itineraries, etc.

Inform your clients and prospects about your participation with the **personalized communication kit**.

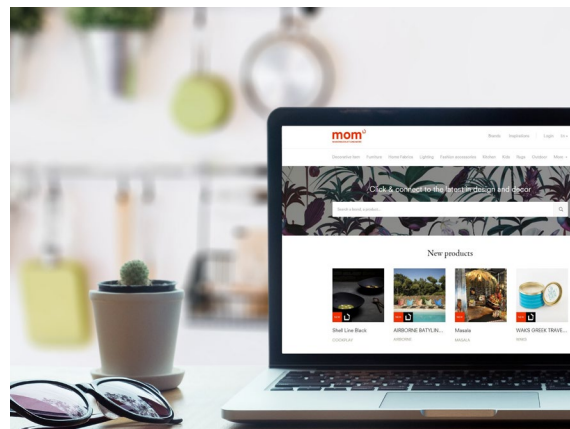
GROW YOUR NETWORK

Invite complementarily your clients and prospects to come and meet you during the fair.

Collect easily the visitors’ information coming to your booth and plan an effective follow-up with the **badge reader application**.

PREPARE YOUR SHOW

Throughout your entire preparation for the show, the Maison&Objet team is fully mobilized to support you. The customer service is at your disposal to inform and guide you. The Operation Department supports you in your technical and logistic preparation. The sales team guides you in your fair promotion and introduces you the various tools and services designed for you.



The innovative alliance of the digital world and the expertise of Maison&Objet is at your disposal all year long with the MOM platform. With your participation, you benefit from a free trial offer.

PREPARE YOUR SHOW EFFICIENTLY

Optimise your show investment with a **reinforced visibility** through your product sheets on mom (trial offer effective from the opening of the online service to one month after the show).

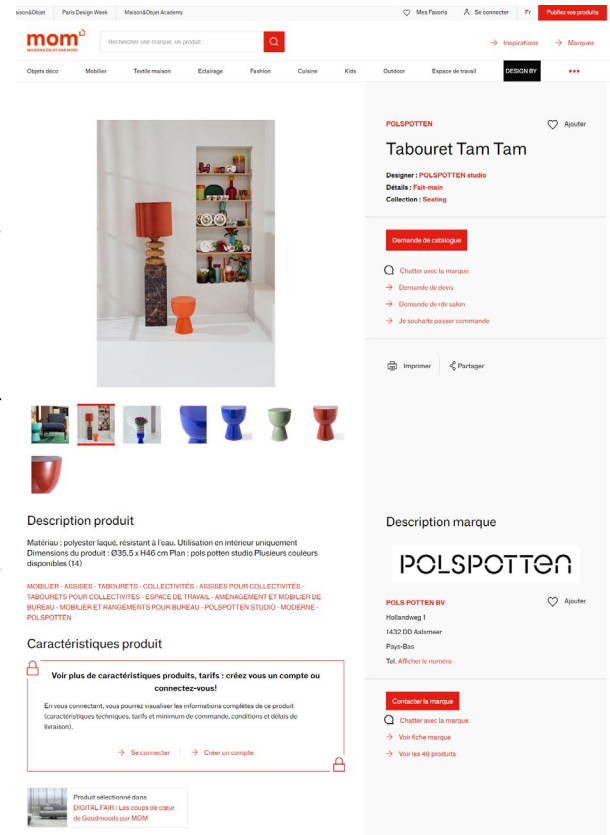
BOOST YOUR BUSINESS

Receive **meeting request** for the show. **Multiply your contacts** and business opportunities before, during and after the show!

JOIN THE MOM COMMUNITY

More than **6.000 brands** and **3 million of unique visitor** per year
A well-balance network of professionals: 52 % Specifiers Vs. 48% Retailers
8 min : average time spent on the website, about 7 pages seen per visitor

If you want to make the most of the functionality offered by MOM your sales contact is at your disposal for any further information.



YOUR CONTACTS UNIQUE&ECLECTIC



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