

PARIS NORD VILLEPINTE

MAISON&OBJET PARIS

#HOME HOME FRAGRANCES

HOME FRAGRANCES



WWW.MAISON-OBJET.COM

MAISON&OBJET PARIS

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

Session January 2023



MAISON&OBJET PARIS

HOME FRAGRANCES

HOME FRAGRANCES

All kinds of olfactive and wellness concepts are gathered in one zone, for an optimal visibility. The eclectic clientele is seduced by the variety of products and style.

Finding the right scent for an interior is just like imagining its visual identity. From bath products to the extensive range of available HOME FRAGRANCES, reveals the wide variety of scented and home fragrance products available today.

Key words: creators, candles, concept, made in Europe, story-telling, handmade, premium.



EXHIBITOR FOCUS

On HOME FRAGRANCES, each edition of Maison&Objet brings together*:

107 Exhibitors

Of which more than **1/4** are new

More than **2 700** sqm of booths

24 sqm the average surface per exhibitor

**Average of the September 2022 and the January 2023 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...:

 **Catherine Colin**, CEO & Designer, Made in Design, FR

Passionate about creation, Catherine Colin launched in 1999 the website Made in Design. Today it is the first French online retailer for design, highlighting decorating articles and young French designers.

 **Vanessa Sicotte**, Blogger, Damask & Dentelle, CA

Home design blog launched in 2009.

 **Stefan Nilsson**, Trend hunter, TrendStefan, SE

The blog trendstefan.se was launched 2006 and Sweden's best known trend hunter regularly contributes to TV, radio and magazines.

[Discover](#) the last edition report



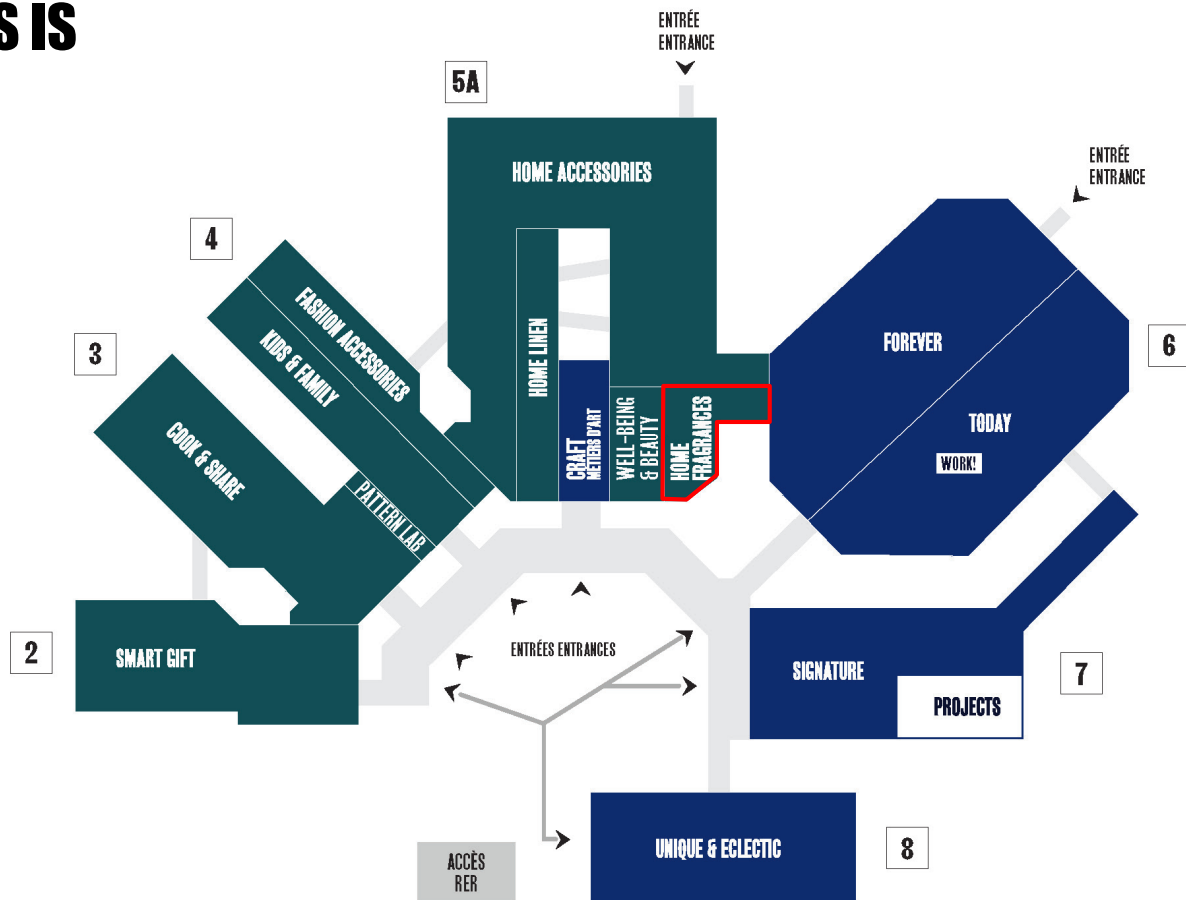
“Twice a year, I am enjoying my luck of living in Paris and be able to stay 4 days at Maison&Objet. A dynamic and generous show, a variety of products and topics, the emerging talents, tremendous settings...”

Hélène PASTEUR
Director Maison - Galeries Lafayette

WHERE HOME FRAGRANCES IS LOCATED?

Located in Hall 5A, in the heart of the fair, the HOME FRAGRANCES sector is organised around 4 product environments:

- Premium & know-how
- Soaps
- Creative candles
- Home fragrance and diffuser



The environments – HOME FRAGRANCES

PREMIUM & KNOW-HOW

High-end positioning, quality of materials, particular manufacturing process, products valorisation thanks to an original singular scenography, spotlight on the brands' storytelling.

A few names:

- Baobab Collection
- Max Benjamin
- Locherber Milano
- Acqua Dell'Elba
- Ladenac Milano
- Mr&Mrs Fragrance
- Maison Berger
- Mon Dada
- Ladenac Milano
- Rose et Marius
- Voluspa





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HOME FRAGRANCES



SAVONNERIE

A few names:

- La Savonnerie de Nyons
- Le Mas du Roseau
- Savonnerie CIMENT
- Savonnerie du Midi
- Savonnerie Marius Fabre
- Savonnerie Fer à Cheval





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HOME FRAGRANCES



The environments – HOME FRAGRANCES

CREATIVE CANDLES

A few names:

- Côté Bougie
- Fariboles
- Hypsoé
- Waks
- Venetico Marina
- With Poésie
- Smells like Spells
- Nour Bougie
- Yankee Candle
- Maison Pechavy





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HOME FRAGRANCES

The environments – HOME FRAGRANCES

HOME FRAGRANCE AND DIFFUSER

A few names:

- Agape Plantes et Parfums
- Erbolinea
- Chiara Firenze
- Jambo Collection
- Divinessenze
- Cereria Molla 1899 Candles
- Euthalia Fragrances
- Mathilde M



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HOME FRAGRANCES

BUDGET

Estimate the cost of the exhibition surface

To help you anticipate your participation, we suggest you some budget estimated for guidance.

You have several exhibition zones at your disposal (front line, red carpet, central). Their rate is added to the price per square meter, and can vary according to the visibility in the show. Very requested, their access is subject to availability and conditions.

We invite you to get in touch with your sales contact in order to have a personalised quotation.

[→ See the rates 2023](#)

Estimate the cost of additional fittings

Before the show, you can order, on your online personal space, additional fittings such as: partition, covering, lighting, furniture, parking...

Our team is at your disposal to support you in your preparation.

[→ See the additional fittings](#)



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**.

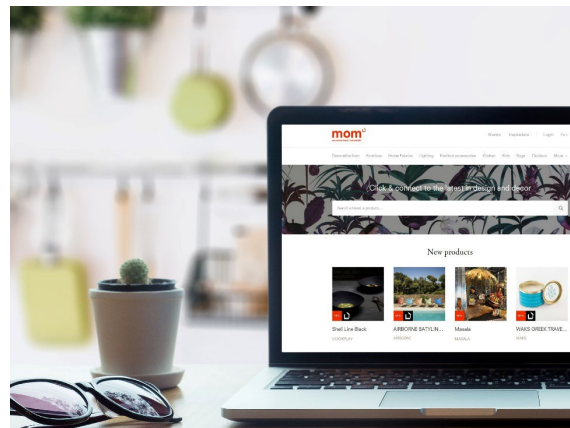
GROW YOUR NETWORK

Invite complimentary 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.



MOM, YOUR DIGITAL PARTNER

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 **2,5 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.

The screenshot displays the MOM platform interface. At the top, the 'mom' logo is visible alongside a search bar and navigation links for 'Marques', 'Inspirations', 'Se connecter', and 'Fr'. Below this, a horizontal menu lists various product categories: 'Objets déco', 'Mobilier', 'Textile maison', 'Éclairage', 'Accessoires Mode', 'Cuisine', 'Kids', 'Tapis', 'Outdoor', and 'Plus'. The main content area features a large image of a light blue armchair and a matching ottoman, with a small table in front holding a potted plant. To the right of the image, the product name 'RED EDITION STOOL' is displayed, along with a 'Demande de devis' button and links for 'Demande de catalogue' and 'Demande d'informations'. Below the main image, a row of five smaller images shows different color options for the stool. A section titled 'Caractéristiques produits, tarifs : créez vous un compte ou connectez-vous' provides a brief description of the product and links for 'Se connecter' and 'Créer un compte'. A 'Description' section follows, detailing the product's features and availability. On the right side of the page, the 'red edition' logo is shown, along with contact information for 'RED EDITION' and a 'Contactez la marque' button. At the bottom right, a small logo indicates the event 'M&O PARIS JAN. 2018 - 19-23 JANVIER 2018'.

YOUR CONTACTS HOME FRAGRANCES



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