

PARIS NORD VILLEPINTE

MAISON&OBJET PARIS

#HOMELINEN

**HOME LINEN**



PÔLE OBJET

[WWW.MAISON-OBJET.COM](http://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

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## CONNECT WITH BUYERS

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

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## 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 PARIS

HOME LINEN



# HOME LINEN

The exhibitors Home Linen offer a wide variety of styles, while sharing know-how and techniques to discover.

Household linen works hand-in-hand with decoration to create the perfect home interior and in HOME LINEN, it shows off its wide array of talents. Comfortable bath linen meets table linen with character and sensual bedding rubs shoulders with snugly loungewear: throughout the interior, textiles set the tone bringing that essential touch of delicacy.

**Key words:** know-how, quality, well-being, wellness; cosy, art of living, sharing moments, design.



# EXHIBITOR FOCUS

On Home Linen, each edition of Maison&Objet brings together\*:

**117** Exhibitors  
Of which **20** new

Almost **4 700** sqm of booths  
**40** sqm the average surface per exhibitor

*\* 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...:

 **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*



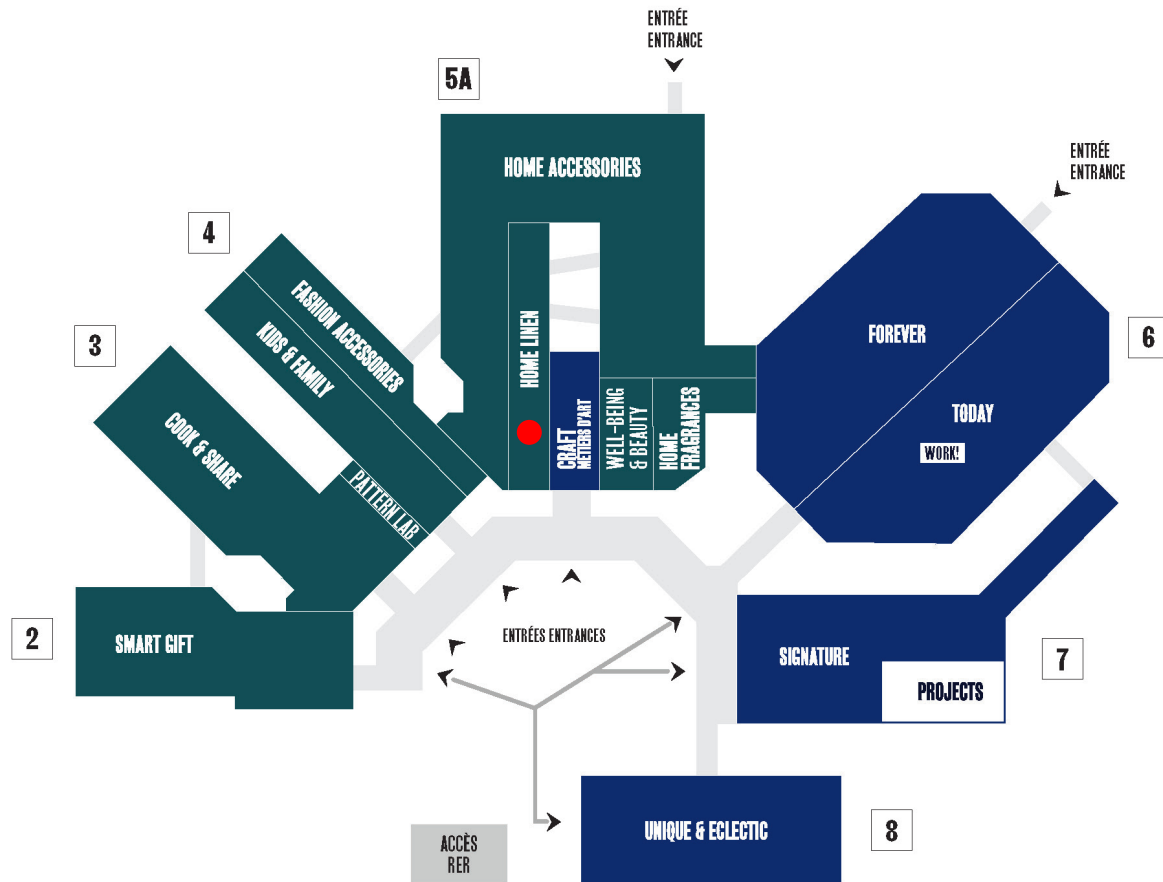
“Twice a year, I am enjoying my luck of living in Paris and be able to stay 4 days at Maison&Objet. A dynamic and generous show, a variety of products and topics, the emerging talents, tremendous settings...”

**Hélène PASTEUR**  
**Director Maison - Galeries Lafayette**

# WHERE HOME LINEN IS LOCATED?

Home Linen provides a clearly identified product selection located at the very heart of the show in Hall 5A, connected to both MAISON & OBJET. The sector is organized around 4 main environments:

- Premium bed linens
- Bath linens and bath accessories
- Table and kitchen linens
- Lifestyle concept, cushions and accessories



*Non-contractual plan - subject to modification*

The environments – HOME LINEN

## PREMIUM BED LINEN

### A few names:

Aigredoux

Amalia Home Collection

AMR - Indústrias Têxteis, Lda

Blumarine – Svad Dondi

Dea

Fremaux-Delorme

Hamam

La Perla Home by Fazzini

Mastro Raphael

Mirabello Carrara

Rivolta Carmignani

Signoria Firenze

Vandyck

...







MAISON&OBJET PARIS



HOME LINEN



The environments – HOME LINEN

## BATH LINENS AND BATH ACCESSORIES

### A few names:

Aquanova  
Casual Avenue  
Devilla  
Hamam  
Lasa Home  
Luin Living  
Opportunity  
Sorema  
Uchino  
...





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HOME LINEN





The environments – HOME LINEN

## TABLE AND KITCHEN LINENS

### A few names:

Atenas Home Textile

Charvet Editions

L'Arcolaio

Le Jacquard Francais

Nydel

Serenk

Tessitura Toscana Telerie

Texteis Iris

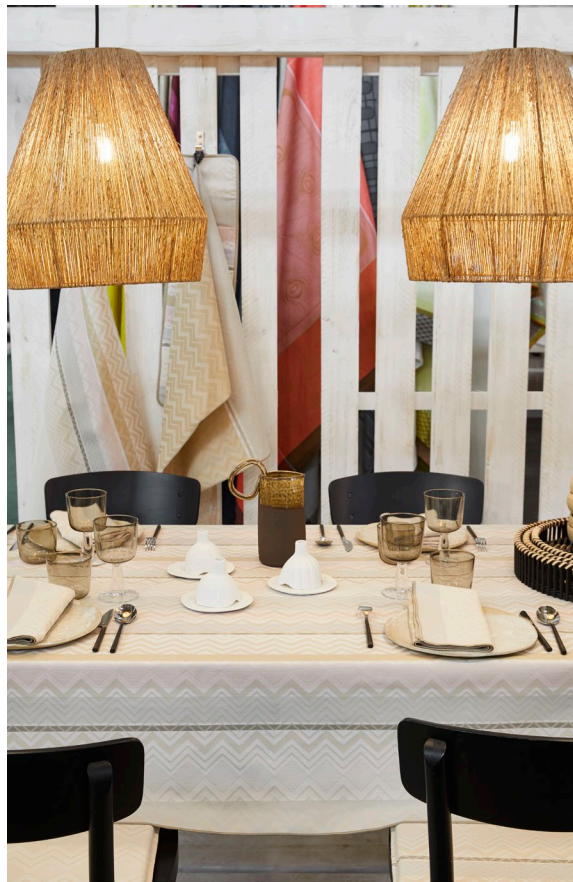
The Napking by Bellavia

Pixtil

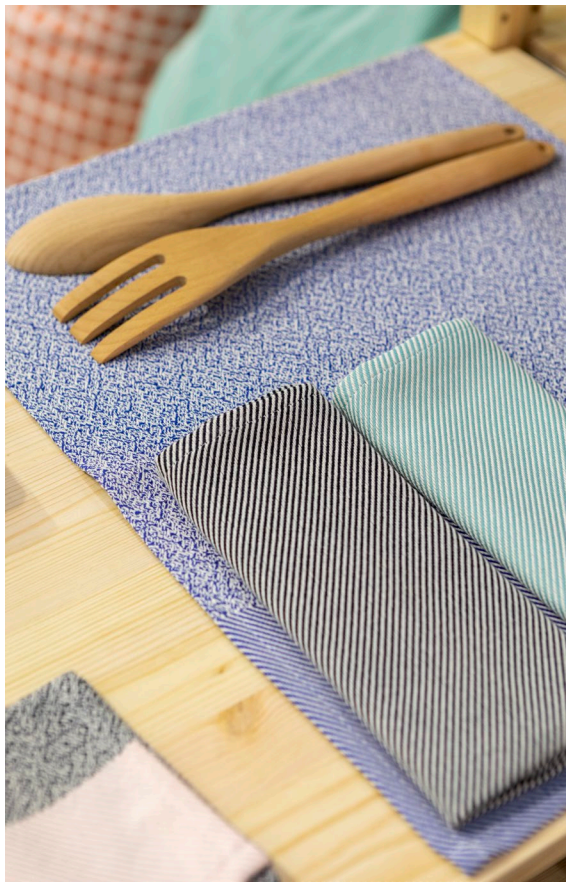
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MAISON&OBJET PARIS



HOME LINEN





The environments – UNIQUE&ECLECTIC

## LIFESTYLE CONCEPT, CUSHIONS AND ACCESSORIES

### A few names:

Artiga  
Calma House  
Charvet Editions  
David Fussenegger  
Harmony Textile  
Himla  
Libeco Home  
Lissoy  
Pad  
Rohleder  
Sofia Cashmere  
Tell Me More  
Vivaraise-Winkler  
...





MAISON&OBJET PARIS



HOME LINEN





# 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**.

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## GROW YOUR NETWORK

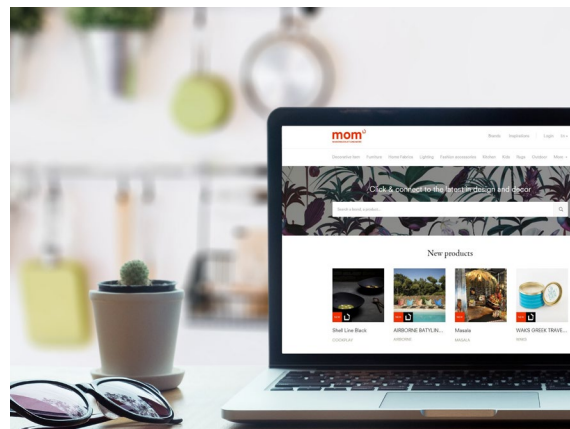
**Invite complimentary** your clients and prospects to come and meet you during the fair.

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

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## 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.

[Marques](#) [Inspirations](#) [Se connecter](#) [Fr](#)

[Objets déco](#) [Mobilier](#) [Textile maison](#) [Éclairage](#) [Accessoires Mode](#) [Cuisine](#) [Kids](#) [Tapis](#) [Outdoor](#) [Plus](#)



RED EDITION

## STOOL

Demanda de devis


Demanda de catalogue


Demanda d'informacion

Ajouter à ma sélection

Partager

Imprimer





Caractéristiques produits, tarifs : créez vous un compte ou connectez-vous


En vous connectant, vous pourrez visualiser les informations complètes de ce produit (caractéristiques techniques, tarifs et minimum de commande, conditions et délais de livraison).

[Se connecter](#) [Créer un compte](#)

Description

Le Stool est un tabouret facile dans un esprit lounge, avec une esthétique contemporaine chic par le mariage du textile et du laiton. C'est à la fois une pièce sculpture belle à regarder, monolithe, esthétique et décorative. Pratique, il est parfait pour une assise supplémentaire dans la maison. Il est disponible sur commande en coton Orage, Gris, Indien, Velours Gris

Mobilier - Assises - Poufs - Vintage/Retro - RED EDITION



Voir fiche marque

Voir les 15 produits

Ajouter à ma sélection

RED EDITION

38, rue des Blancs Manteaux

75004 Paris

France

Tél. Afficher le numéro

Contactar la marque

M&O PARIS JAN. 2018 - 19-23

JANVIER 2018

# YOUR CONTACTS **HOME LINEN**



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