
PARIS NORD VILLEPINTE

MAISON&OBJET PARIS

#KIDS&FAMILY

KIDS & FAMILY

PÔLE OBJET

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

January session 2023



MAISON&OBJET PARIS

KIDS&FAMILY

KIDS&FAMILY

Design and creativity are characterizing the Kids&Family sector. Visitors from retail are seduced by professionalism and the products – many of them are created in partnerships with professionals in child development (paediatricians, psychiatrists, etc.)

In contemporary homes where every room has its own decor, a new and eminently creative approach to children's bedrooms makes use of furniture, decorative objects, textiles, toys and accessories: not only are the kids happy, but mum and dad are too.

Key words: designer, creativity, decoration, furniture, fashion.



EXHIBITOR FOCUS

On Kids&Family, each edition of Maison&Objet brings together*:

160 Exhibitors

Of which **28%** are new

More than **24 300** sqm of booths

27 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



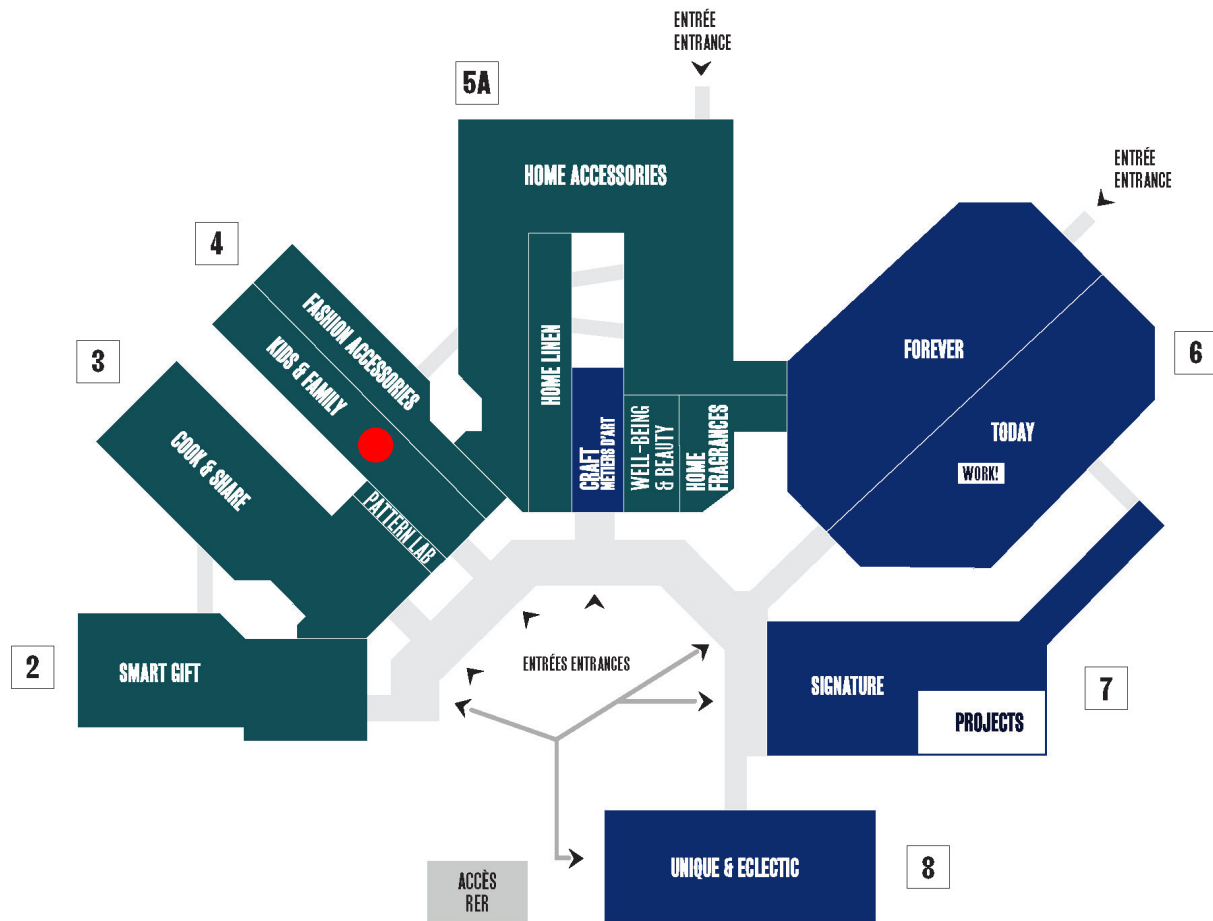
“Twice a year, I am enjoying my luck of living in Paris and be able to stay 4 days at Maison&Objet. A dynamic and generous show, a variety of products and topics, the emerging talents, tremendous settings...”

H  l  ne PASTEUR
Director Maison - Galeries Lafayette

WHERE IS LOCATED KIDS&FAMILY?

Located in Hall 2, the Kids&Family sector is organised around 5 main product environments:

- Teddy toys
- Games / Toys / Creative leisure
- Small furniture / Deco
- Accessories / Fashion
- Childcare



The environments – KIDS & FAMILY

TEDDY TOYS

A few names:

- Doudou & Compagnie
- Jelly Cat
- Wild&Soft
- La Pelucherie
- Myum
- Maileg
- Lama Palama



The environments – KIDS & FAMILY

GAMES / TOYS / CREATIVE LEISURE

A few names:

- Moulin Roty
- Djeco
- Wooden story
- Sassi
- Lilliputiens
- Londji
- Mako
- Janod&Kaloo
- Super petit



The environments – KIDS & FAMILY

SMALL FURNITURE / DECO

A few names:

- Charlie Crane
- Nobodinoz
- Liewood
- Kids depot
- Mathy by bols
- IN2Wood
- Rose in april



The environments – KIDS & FAMILY

ACCESSORIES / FASHION

A few names:

- Wild&Soft
- Hello Hossy
- Chamaye
- Easy Peasy
- Ki et la
- Caramel au sucre
- Bonjour Little
- Chamaye



The environments – KIDS & FAMILY

CHILDCARE

A few names:

- Le biberon français
- Elhee
- Ekobo
- Petit jour
- Trixie
- Baby to love
- Bb & Co
- Petit Picotin
- Milinane
- Oli & Carol
- La cigogne de lily



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**.

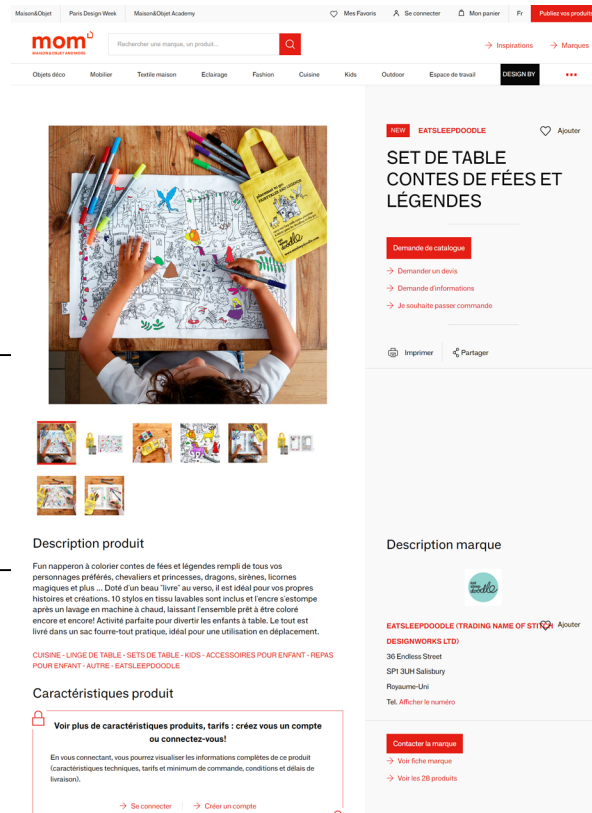
GROW YOUR NETWORK

Invite 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 screenshot displays the Maison&Objet website interface. At the top, there's a navigation bar with links for 'Maison&Objet', 'Paris Design Week', 'Maison&Objet Academy', and user options like 'Mes Favoris', 'Se connecter', 'Mon panier', and 'Publier une photo'. Below this is a search bar with the placeholder text 'Rechercher une marque, un produit...'. The main navigation menu includes categories like 'Objets déco', 'Mobilier', 'Textile maison', 'Éclairage', 'Fashion', 'Cuisine', 'Kids', 'Outdoor', 'Espace de travail', and 'DESIGN BY'. The featured product is 'SET DE TABLE CONTES DE FÉES ET LÉGENDES' by EATISLEEPOODOLE. The product image shows a child coloring a tablecloth with various characters and patterns. To the right of the image, there's a 'Demande de catalogue' button and links for 'Demander un devis', 'Demande d'informations', and 'Je souhaite passer commande'. Below the main image, there are smaller images showing different views of the product. The 'Description produit' section describes the product as a fun napkin set for coloring fairy tales and legends, featuring 10 styles on washable fabric. The 'Caractéristiques produit' section includes a link to 'Voir plus de caractéristiques produits, tarifs : créez vous un compte ou connectez-vous!' and a note about connecting to view product details. The 'Description marque' section shows the EATISLEEPOODOLE logo and contact information for DESIGNWORKS LTD.

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).

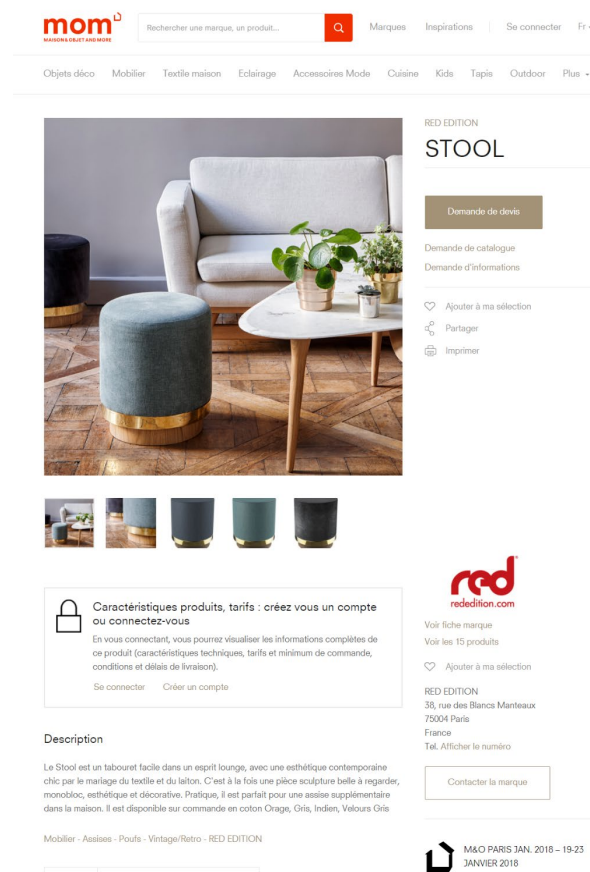
BOOST YOUR BUSINESS

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, there's a navigation bar with the MOM logo, a search bar, and links for 'Marques', 'Inspirations', 'Se connecter', and 'Fr'. Below this is a category menu: '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. To the right, 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 is a row of five smaller images showing different color options for the stool. A 'Description' section is visible, followed by a 'Caractéristiques produits, tarifs' section with a 'Se connecter' and 'Créer un compte' button. On the right side, there's a 'red edition.com' logo and contact information for 'RED EDITION' in Paris.

YOUR CONTACTS **KIDS&FAMILY**



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