

MAISON&OBJET
NEW & NOW

I.

**MAISON&OBJET. 30 YEARS OF EXPERTISE
& AN INTERNATIONAL COMMUNITY
OF 2 MILLION MEMBERS**



A HOME AND ITS DECOR ARE INSEPARABLE AND COMPLEMENTARY.

One is designed for the other, with the other,
by the other and in the other. Two focuses are naturally created:
an interior and what decorates it.

The foundations and the ornamentation.

What constructs a space and what opens it up to the present.
Maison&Objet is structured around this reasoning.
Its two shows are united by the ambition to catalyze
encounters and connections.

The September show is all about what is new,
what is constantly updating our relationship with objects and interiors.

The January show consolidates Paris's reputation
as a leading center of design expertise and innovation.
Together, they form a whole that makes it possible to inhabit
the home through its interior decor, inhabit the world
and inhabit the present.



YOUR CHALLENGES ARE OUR PRIORITY. MAISON&OBJET IS HERE TO HELP YOU:

MORE LEADS

TARGET AND MEET THE RIGHT BUYERS FOR YOU

from all over the world, thanks to Maison&Objet's
power of acquisition and loyalty generation

480,000

QUALIFIED
PROFESSIONAL
CONTACTS
(RETAILERS,
SPECIFIERS,
HORECA)

20

INTERNATIONAL
AGENTS
TO MANAGE
OUR LOCAL
MAISON&OBJET
COMMUNITIES

OVER 250

PARTNERS
MEDIA,
PRESS,
CHARITIES,
FEDERATIONS,
ETC.

OVER 25

NETWORKING
EVENTS
PER YEAR
WORLDWIDE*

OVER 90M

IMPRESSIONS
PER YEAR THROUGH
OUR PRESS AND SOCIAL
MEDIA CAMPAIGNS

2M

FOLLOWERS
ON OUR
SOCIAL MEDIA

OVER 100

INTERNATIONAL
AMBASSADORS





* Sources: visitors, average of 2024 and 2025 shows

YOUR CHALLENGES ARE OUR PRIORITY. MAISON&OBJET IS HERE TO HELP YOU:

MORE LEADS

EXPLORE
NEW MARKETS
without having to travel the globe

40%
INTERNATIONAL
BUYERS
PER SHOW

145
COUNTRIES
REPRESENTED
PER SHOW

FRANCE 39,100	ITALY 3,140	BELGIUM 3,130	NETHERLANDS 1,890
UNITED KINGDOM 1,890	GERMANY 1,730	SPAIN 1,620	
UNITED STATES 1,350	SWITZERLAND 1,090	PORTUGAL 850	

DISCOVER THE COMPLETE REPORTS FROM OUR MOST
RECENT SHOWS **SEPTEMBER** AND **JANUARY** SHOWS



YOUR CHALLENGES ARE OUR PRIORITY. MAISON&OBJET IS HERE TO HELP YOU:

MORE SALES

MAKE THE MOST OF YOUR
BUSINESS OPPORTUNITIES

like nowhere else

1/3

SPECIFIERS

90

USEFUL
CONTACTS
PER EXHIBITOR
AND PER SHOW

92%

OF VISITORS
ARE LOOKING
FOR NEW
SUPPLIERS*

2/3

RETAILER

55

NEW LEADS
PER EXHIBITOR/
SHOW

1/3

BUYERS
VISIT THE SHOW
EXCLUSIVELY

70,000

INTERNATIONAL
BUYERS

799M€

IN TRANSACTIONS
OVER THE SHOW'S
5 DAYS**

86%

OF BUYERS MAKE
ORDERS DURING AND
AFTER THE SHOW*



WHAT YOU NEED TO KNOW

WHY EXHIBIT AT BOTH SHOWS?
32% of new buyers at each show*
70% of buyers attend only one show a year*

*Sources: visitor surveys, average over 2019 to 2023 shows
**Source: visitor survey January 2024



YOUR CHALLENGES ARE OUR PRIORITY. MAISON&OBJET IS HERE TO HELP YOU:

MORE VISIBILITY

RAISE YOUR
BRAND PROFILE
using all the media clout
of Maison&Objet

1,000
JOURNALISTS,
INFLUENCERS,
BLOGGERS

OVER 2M
FOLLOWERS
ON OUR SOCIAL
MEDIA

OVER 1,6M
OF PAGE
VIEWS ON OUR
WEBSITE
MAISON-OBJET.COM

OVER 90M
IMPRESSIONS
THANKS TO
OUR PRESS
AND SOCIAL MEDIA
CAMPAIGNS

93%
OF BRANDS
ATTEND
TO RAISE
THEIR
PROFILE*

* Sources: exhibitor surveys, average over both 2023 shows



YOUR CHALLENGES ARE OUR PRIORITY. MAISON&OBJET IS HERE TO HELP YOU:

MORE VISIBILITY

BOOST THE VISIBILITY
OF YOUR PRODUCTS

THE TREND SPACES

Capture buyers' attention
with a selection of new products
from our trend hunters

33%

OF BUYERS SPEND TIME
AT THE INSPIRATION SPACES*

VISITOR ITINERARIES

Have buyers spot you easily by being
part of our themed visitor pathways

60%

OF VISITORS MENTION THE QUALITY
OF EXHIBITORS ALONG PATHWAYS**



WHAT YOU NEED TO KNOW

TO BE SEEN FIRST
BY YOUR FUTURE BUYERS
put your product photos online as soon
as you launch your personal pages.

*Sources: visitor surveys, average over 2019 to 2023 shows
**Source: visitor survey January 2024



A DEDICATED ADVERTISING PLAN FOR YOUR COMMUNITY

In-depth work on **acquiring visitor leads**. We have set up innovative digital tools and improved how we attract **qualified** buyers: retailers, interior designers, architects and hospitality professionals, both in France and abroad. These initiatives are also supported by meetings and events organized around the world, offering exceptional opportunities to build strong relationships with key industry visitors.

New categorization to roll-out **a dedicated advertising plan** throughout the year and by category, with the aim of acquiring qualified international buyer leads for each of our three targets: retailers, specifiers and the hospitality industry.



A SHOW AND AN EVENT

Over 5 days, twice a year
in January and September.

The biggest international
professional event for interiors,
design and lifestyle

70,000
UNIQUE VISITORS/
SESSION OF WHOM
40%
ARE
INTERNATIONAL

2,500
BRANDS
OF WHICH
25%
ARE NEW
EACH SHOW

1,000
JOURNALISTS,
INFLUENCERS,
BLOGGERS
PER SHOW

OVER 3M
VISITORS
TO OUR
DIFFERENT
WEBSITES*

1,1M
INSTAGRAM

717K
FACEBOOK

64K
PINTEREST

72K
LINKEDIN

29K
TIKTOK





MAISON&OBJET: TWO SHOWS, ONE VISION

For the past three decades, Maison&Objet has established itself as the only international event that brings together interior decoration and furniture.

True to its DNA, the brand celebrates its unique ability to reveal inspiring Lifestyle trends, where each object gives soul and character to the Home.

Held twice a year in January and September, the show reinvents itself every time to better meet the evolving expectations of industry professionals.

Each of its two shows meets the specific needs of professionals, whether they're looking for design innovations or decorative inspiration.

MAISON&OBJET

SEPTEMBER

"The new complementary facets
of design and objects, and the emergence
of exciting young talent."

The September show is the precursor to all things new.
A vantage point for spotting young creativity in movement and in abundance.
Inventing new ways of experiencing interiors as a space for experimentation.
It is the meeting place for collectors of new ideas.
Those who explore new complementary combinations of design and object.
Those who sniff out market tendencies, cutting-edge trends, the zeitgeist.
Those who see every object as the culmination of a concept, an idea, a space to be created.
The September show is the object in the making.

What this means for you

A celebration of the world of interiors and the designers
who are setting tomorrow's trends.

The September show explores decor, fashion and homeware,
accessories, tableware and well-being.
This show celebrates creativity, innovation and tomorrow's trends,
highlighting innovative designers and young talents.
Whether you are an architect, interior designer,
retailer or caterer, this show is a key moment for restocking,
preparing for the end of the year, identifying iconic and
differentiating objects, and discovering the very latest trends.

MAISON&OBJET

JANUARY

"The complete design
of today's spaces."

The January show reaffirms Paris as the ultimate design capital of the world.
Much more than a trade show, it is a platform for connections, meetings and discussions.
January is the furniture fashion show.
The essentials for redesigning the home, its layout and its image.
The January show is the curators' event.
Those who construct: the builders, the decision-makers who want to redraw the lines.
Those who imagine places, concepts and are looking to fine-tune their selections.
Those who innovate and design the future of hospitality.
The January show is the home in the making.

What this means for you

The crossroads where status, expertise, excellence,
tradition and modernity come together.

The January show sets itself apart with a strong presence
from major furnishing brands and high-end design that complement
a rich offer of decor, objects, atmospheres and lifestyle elements.
It is a time when all the major players in the fields of design,
interior decoration and homeware unveil their creativity,
offering a comprehensive vision of how to furnish,
embellish and equip today's living and hospitality spaces.



Together, **the Maison&Objet January and September** shows provide a comprehensive and dynamic platform, reflecting the diversity and **richness of the interior decoration and furnishings sector**, while actively supporting the new generation of designers.

A growth accelerator for all brands: publishers and importers in the sector, as well as professional visitors which include interior designers, architects, designers, hoteliers, restaurateurs, developers, department stores and retailers, both French and international.



II.

**A SEPTEMBER SHOW TAILORED
AND DESIGNED FOR YOU**



To meet the needs of our visitors and make their visit run as smoothly as possible, the September and January shows promise a new vision designed to encourage conversations, meetings and business for every brand and every visitor.

ON THE PROGRAM FOR THE SEPTEMBER SHOW

This show is the precursor to the new. Organized around 6 sectors in the exhibition space – **Cook & Share** (now only at the September show), **Decor & Design, Craft, Fragrance & Wellness, Fashion & Accessories and Gift & Play** – the show covers 4 halls and showcases new, young and exciting creativity. Visitors come here to capture the zeitgeist, discover new trends and invent new ways of experiencing the interior as a space for experimentation. With programs dedicated to international creativity, the September show gives pride of place to original collaborations, like an incubator of bold expression and the latest thing. Design has a new platform for its creative capsules.

In the new **Design District** located at the heart of the show, visitors will find programs dedicated to the new guard: architects, publishers, designers, innovative AI solutions for interior design and architecture, and young interior designers will be in this space.

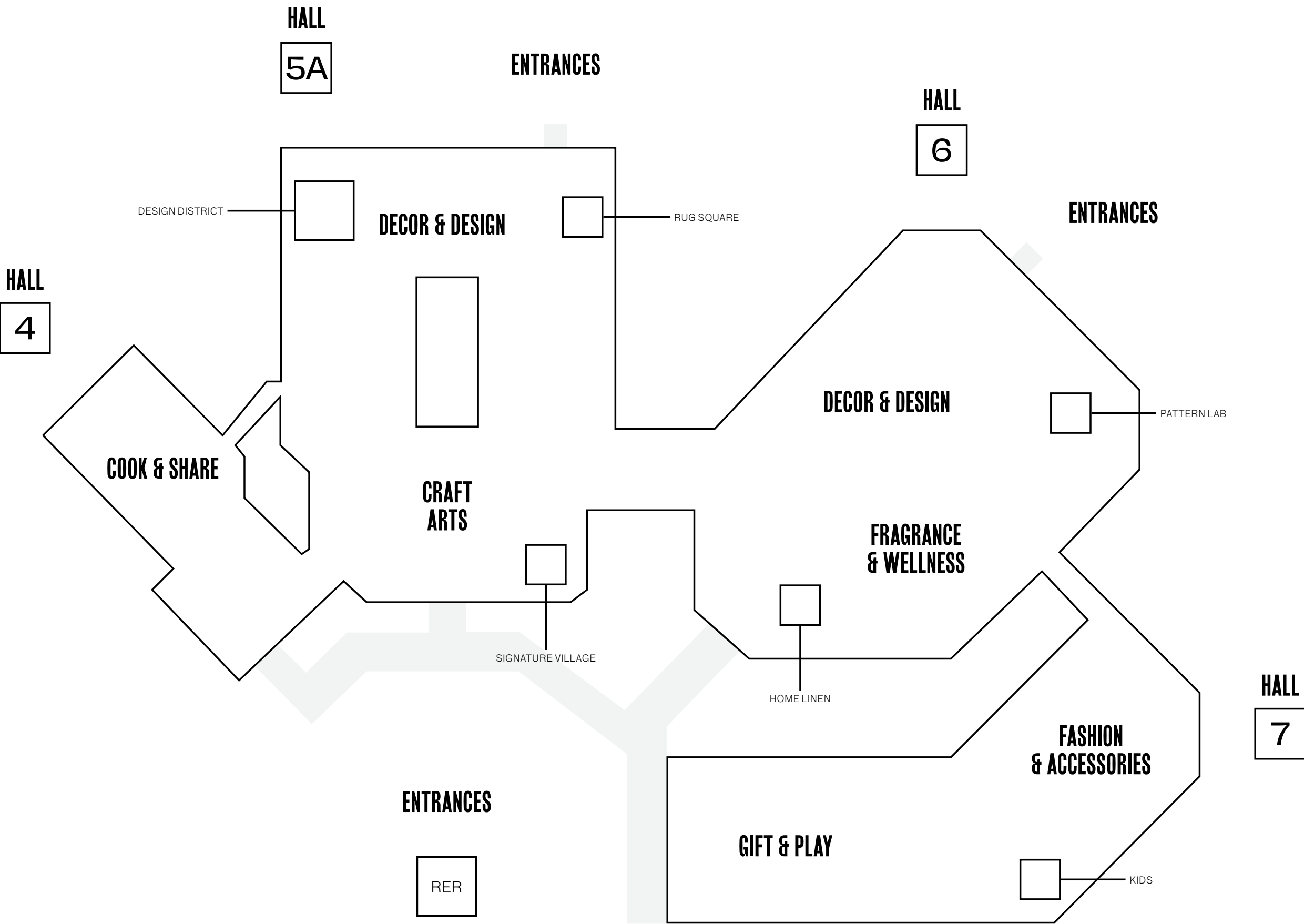
Future On Stage is a springboard dedicated to 3 companies who have been operating for less than 3 years for whom innovation is the driving force. They are ready to sell their products and have been selected by a jury of experts.

The Rising Talent Awards, which highlights 7 emerging young designers selected by a prestigious jury. These two programs will now be annual and only at the September show.

Creativity naturally blossoms throughout the city of **Paris Design Week Factory** in particular is an exhibition at several different locations Curated by the Maison&Objet teams to introduce a wider public to the best of the new guard who will infuse the show with their creativity and innovative energy.



PLAN



III.

**A JANUARY SHOW TAILORED
AND DESIGNED FOR YOU**



ON THE PROGRAM FOR THE JANUARY SHOW

In January, the show reestablishes Paris as the capital of every design, at the crossroads of excellence and expertise, showcasing furnishings and home in the making on the finest of stages. For purchasing managers and curators, Maison&Objet offers an overview of the very best in design for living and hospitality spaces. The show has 7 halls covering 6 sectors: **Signature & Projects, Decor & Design, Craft, Fragrance & Wellness, Fashion & Accessories, Gift & Play.**

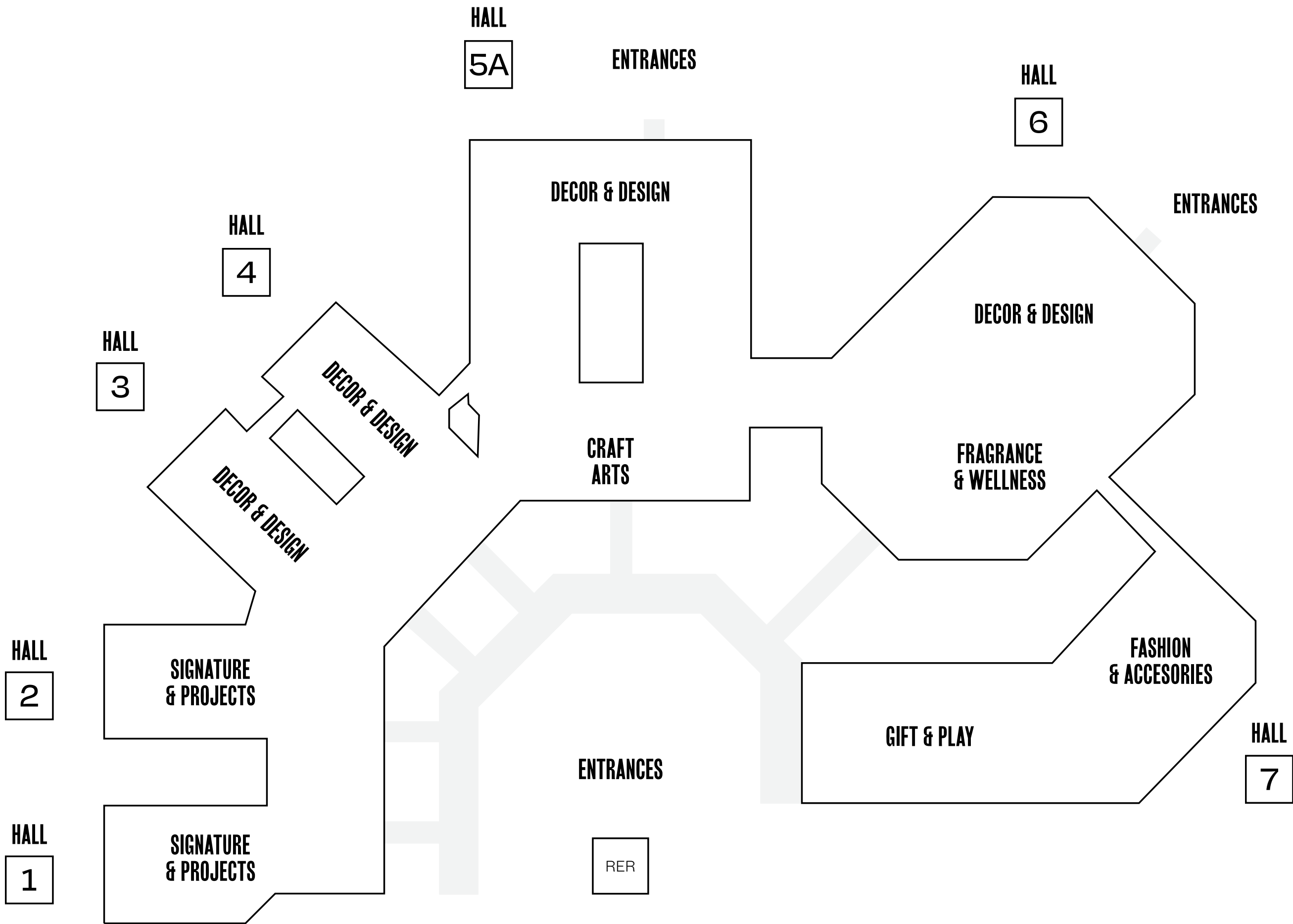
Programs and events combine bold creativity and immersive experiences.

Once a year, in January, we host the Designer of the Year Award dedicated to a creative with status, a witness of their time, like Faye Toogood in January 2025.

In terms of events, Curatio is a museum installation launched in January 2025 dedicated to design, where the object goes beyond its function to establish itself as a work in its own right. There is also 3 spaces What's New?, focusing on premium hospitality, decor and retail, designed as immersive experiences to envision the future.



PLAN



A SHOW AND AN EVENT



2 SHOWS IN JANUARY & SEPTEMBER IN PARIS
140K B2B visitors / 50% international
5K brands/exhibitors / 60% international
200 sqm, 100 talks, 30 exclusive exhibitions



1 PATHWAY IN JANUARY IN PARIS
The top 100 most beautiful Parisian addresses
for interior decor and design



1 B2B & B2C FESTIVAL IN SEPTEMBER IN PARIS
500 brands/designers
100K attendees, 10 talks



1 MUSEUM CAPSULE IN DECEMBER IN HONG KONG
15K visitors
150 brands/designers



1 NETWORK / 100 INFLUENTIAL MEMBERS
1 event in June in Paris
2 VIP dinners in Paris during Maison&Objet Paris
4 international VIP dinners (USA, Dubai, Europe, USA)
2 award ceremonies / 10 talks



1 MARKETPLACE
6K brands
65K new products available for sale
3M page views per year

OVER 5M

WEBSITE VISITORS
PER YEAR

OVER 600K

NEWSLETTER
CONTACTS
WITH AN AVERAGE
OPEN RATE
OF 33%

2,1M

FOLLOWERS
ON SOCIAL MEDIA

