

MAISON&OBJET

NEW & NOW

GIFT & PLAY

MUCH MORE THAN A SHOW, IT'S A GLOBAL EXPERIENCE

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

* For 2023



YOUR CHALLENGES COME FIRST. MAISON&OBJET IS HERE TO EMPOWER 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





YOUR CHALLENGES COME FIRST. MAISON&OBJET IS HERE TO EMPOWER YOU

MORE LEADS

EXPLORE
NEW MARKETS
without having to travel the globe

40%
INTERNATIONAL
BUYERS
PER SHOW

145
COUNTRIES
REPRESENTED
PER SHOW

FRANCE
58%

ITALY
5%

BELGIUM
5%

NETHERLANDS
3%

UNITED
KINGDOM
3%

SPAIN
3%

GERMANY
3%

UNITED STATES
2%

PORTUGAL
2%

SWITZERLAND
1%

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



YOUR CHALLENGES COME FIRST. MAISON&OBJET IS HERE TO EMPOWER YOU

MORE SALES

MAKE THE MOST OF YOUR
BUSINESS OPPORTUNITIES

like nowhere else

2/3

RETAILER

1/3

SPECIFIERS

90

USEFUL
CONTACTS
PER EXHIBITOR
AND PER SHOW

92%

OF VISITORS
ARE LOOKING
FOR NEW
SUPPLIERS*

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*



YOUR CHALLENGES COME FIRST. MAISON&OBJET IS HERE TO EMPOWER 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 COME FIRST. MAISON&OBJET IS HERE TO EMPOWER 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





EDITORIAL MELANIE LEROY

Managing Director SAFI
Maison&Objet

"In a very challenging economic climate, Maison&Objet is determined to fully play its part as a Business Partner by your side. More than ever, we're putting all our energy into generating more business opportunities with buyers who support your development. To achieve this, we are mobilizing three strategic levers.

- **The acquisition of qualified visitors, thanks to in-depth work.**
 - **Innovation, through events adapted to market needs.**
- **Inspiration and a bold approach, because Maison&Objet is designed to surprise, shake things up and offer a unique experience.**

At the same time, the program of conferences for the two shows feeds this dynamic with contributions from recognized experts and opinion leaders, exploring the sector's major trends and challenges. All of these actions have only one objective: to make Maison&Objet a true catalyst for introductions, opportunities and success for each and every one of you."

GIFT & PLAY MANIFESTO

Objects that are inspired and inspiring.
Well-considered gifts, designed for others and thought out
with precision. Customized and customizable presents
that hit the bull's-eye and confer new meaning to the art of giving.
The art of the unexpected, of surprise. Gifts that arouse curiosity
and open up new playgrounds for young and old alike.
Sensory art that stimulates the emotions. The pleasure
of a beautiful decorative object or stunning material.
The thrill of discovery. The art of inventiveness, capturing the best
of new technologies, from clever gifts to smart objects.

And, quite simply, the art of giving as a promise:
that of a re-enchanted everyday and home.
Stimulate the imagination to nourish the childlike and
heartfelt dreams of adults and children dreaming of the softest
cuddly toy, the latest scooter and toys bursting with magic.
Caring, well-intentioned and meaningful things.



MEET THE RIGHT BUYERS FOR YOU

Exhibiting at Gift & Play
means meeting:

**Independent stores, retailers,
concept stores:** chain stores, department stores,
museum gift shops, online stores, central buying
offices looking for trendy, customizable and creative
items to stimulate the art of giving.

Interior designers and decorators
looking for unusual and original things
to add a unique touch
to the spaces they design.





MEET THE RIGHT BUYERS FOR YOU

Exhibiting at Gift & Play
means meeting:

58.2%	CONCEPT STORES, RETAILERS, INDEPENDENT STORES, MUSEUM GIFT SHOPS
13.7%	RETAIL CHAINS, DEPARTMENT STORES, ONLINE STORES + WHOLESALEERS, CENTRAL BUYING OFFICES
11.2%	ARCHITECTS, INTERIOR DESIGNERS, DECORATORS, DESIGNERS
3.6%	MANUFACTURERS, CRAFTSMEN
13.3%	OTHER (PRESS, SCHOOLS, INSTITUTIONS, ETC.)

Source: visitor scans - Maison&Objet January 2025



GRAPHICS

Visitors by country

FRANCE	56.4%
ITALY	7.0%
BELGIUM	5.2%
GERMANY	3.7%
UNITED KINGDOM	3.1%
SPAIN	2.6%
SWITZERLAND	2.3%
UNITED STATES	1.8%
NETHERLANDS	1.8%
KOREA	1.1%

Source: visitor scans - Maison&Objet January 2025



BE IN THE RIGHT ENVIRONMENT



TESTIMONIALS

"Maison&Objet is an important show that allows us to expand our collection. You'll find objets d'art, lights, furniture... For us, this show is like Aladdin's cave!"
Catherine Colin, Founder, Made in Design, France



A DEDICATED ADVERTISING PLAN FOR YOUR COMMUNITY

Your challenges are our priority. The Maison&Objet teams are proud of their in-depth work acquiring qualified visitor leads for the Gift & Play sector.

We have set up innovative digital tools and improved how we attract targeted buyers: interior decoration, design and lifestyle resellers and professionals, in France and around the world. These initiatives are also supported by meetings and events organized around the world, offering exceptional opportunities to build strong relationships with key industry visitors. Finally, throughout the year, an advertising plan dedicated to the Gift & Play sector will be rolled out, with the aim of acquiring qualified international buyer leads.



MAISON&OBJET GROUP, A COMPLETE RANGE OF PHYSICAL AND DIGITAL SOLUTIONS



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, Hong Kong)
2 award ceremonies / 10 talks



1 MARKETPLACE

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

INTERNATIONAL MEDIA POWER AT YOUR BRAND'S SERVICE



OVER 5M

WEBSITE VISITORS
PER YEAR



OVER 600K

NEWSLETTER
CONTACTS
WITH AN AVERAGE OPEN RATE OF 33%



2,1M

FOLLOWERS
ON SOCIAL MEDIA





JOIN THE COMMUNITY

GIFT & PLAY

xoopar

PAPIER TIGRE

UCON ACROBATICS

LEXON

24
BOTTLES

IZIPIZI
PARIS

LEUCHTTURM1917
DETAILS MAKE ALL THE DIFFERENCE.

LA CHAISE
LONGUE

Le petit Souk

DJECO

DOIY

EASTPAK
BUILT TO RESIST

omy

DOUDOU
Compagnie
Paris

Moulin Roty

KIKKERLAND



MAISON & OBJET

NEW & NOW