

# MAISON & OBJET

NEW & NOW

PARIS  
04 - 08  
SEPT. 2025

DECOR & DESIGN

# 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



# 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



\* On average for 2024 and 2025 shows





# 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%

\* Sources: visitors, average of 2024 and 2025 shows

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\*

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



# 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\*



# 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.



# DECOR & DESIGN MANIFESTO

Decoration in all its forms.

Decoration that moves, questions, transforms ideas into objects.

The offer unfolds in search of that extra touch of soul in the interior decor.

A configuration in which each object finds its place...

Bold identities and statement pieces, vintage compositions with antique charm and reinvented craftsmanship; exceptional furniture and unique accessories; fabrics, rugs and textured prints that dress and structure interiors: each object participates in a narrative of the new, awakening the space to new sensibilities, with reinvented expertise.

The *Design District* is an observatory of tomorrow's trends, an incubator of creative energies. In collaboration with *Paris Design Week Factory*, it celebrates boldness and experimentation, spotlighting young designers.

The *Future On Stage* and *Rising Talent Awards* complete this showcase for the new guard, supported by a jury of key figures from the world of design.

At the crossroads of legacy and avant-garde, decoration becomes the manifesto, the object its echo.



# MEET THE RIGHT BUYERS FOR YOU

Exhibiting at Decor & Design means meeting:

Buyers - decoration stores, department stores, concept stores, specifiers – interior designers, decorators, hotels and restaurants – and residential, and contract or luxury hotel project developers – looking for:

- **original, brand-new creativity**, driven by the **new guard of the design world**
  - **modern decoration** from linen to accessories, elegant, refined and stylish, for interiors with character
- **products that tell a story, that showcase values and traditions, adding unique pieces, veritable cultural treasures from here and elsewhere** to the very heart of their project or space
- **innovative products and creative, made-to-measure solutions**, to build and enhance their projects.

37.2%

ARCHITECTS, DECORATORS,  
DESIGNERS AND INTERIOR DESIGNERS

37%

CONCEPT STORES, DEPARTMENT STORES, RETAIL CHAINS,  
INDEPENDENT STORES, RETAILERS AND ONLINE STORES

18.4%

OTHER (PRESS, SCHOOLS, INSTITUTIONS, ETC.)

7.4%

HOSPITALITY DECISION-MAKERS - HOTELS,  
RESTAURANTS, PROPERTY DEVELOPMENT





# BE IN THE RIGHT ENVIRONMENT

## 1. STUDIO SIGNATURE

*Studio Signature* is a dedicated high-end space at the heart of Decor & Design.

A privileged circle, a hub for meeting people and a podium for exceptional pieces, it brings celebrated architects and interior designers together in an environment designed to bring together the most ambitious concepts with the most exclusive furnishings. Distinction driven by avant-garde, exclusivity in all its singularity.

## 2. DESIGN AND THE NEW GUARD: DESIGN DISTRICT

The Design District is an observatory of tomorrow's trends, an incubator of creative energies. In collaboration with *Paris Design Week Factory*, it celebrates boldness and experimentation, spotlighting young designers.

The new **Design District** hosts programs dedicated to the new guard. This includes architects, publishers, designers, innovative AI specialists for interior design and architecture, and young decoration brands.

**Future On Stage:** 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 for their excellent applications.

**The Rising Talent Awards** shine a spotlight on 7 young emerging designers selected by a prestigious jury.

**Maison&Objet Factory**, which acts as a commercial platform for young, emerging talent spotted during previous editions of Paris Design Week Factory.



### 3. DESIGN CONCEPTS THAT SET THE TONE WITH STRONG IDENTITIES

Presented within inspiring settings, they bring magic to the boldest interiors each season.





#### 4. DECORATIVE CONCEPTS THAT COMBINE ANTIQUE AND VINTAGE AND REINVENT CRAFTSMANSHIP

A whole world of rare items  
that opens its doors and reveals  
all the beauty of imperfection.

## 5. CREATIVE AND CONTEMPORARY HOME FURNISHINGS AND ACCESSORIES

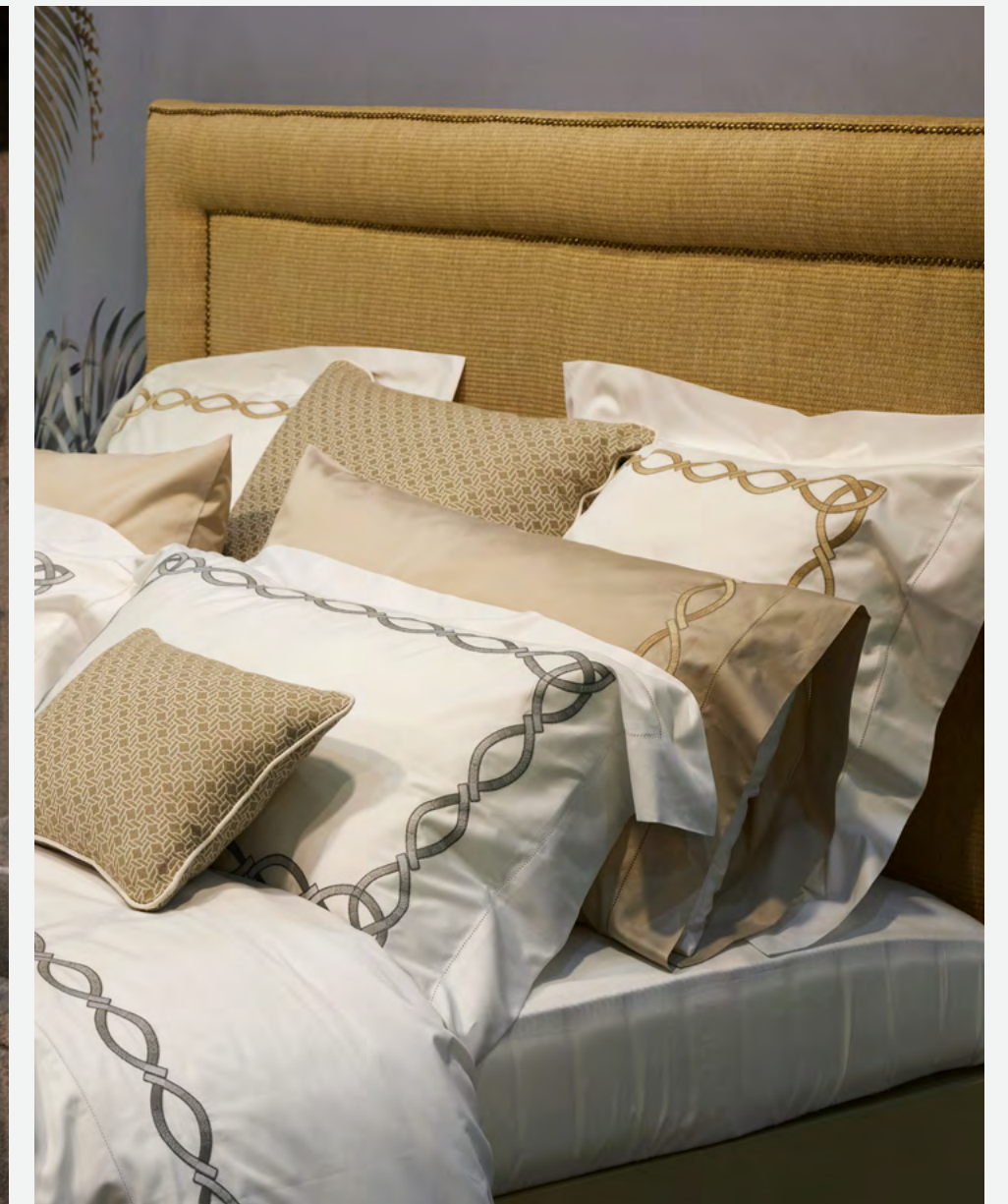
From lighting to accent furniture,  
and throw pillows to decorative accessories,  
this is the place for real finds  
you won't spot anywhere else,  
so you can personalize your interior.



## 6. THE WORLD OF FABRICS AND HOUSEHOLD LINEN

Meet key retail stakeholders looking for a wide and varied selection of fabrics, as well as hotel professionals and community facilities managers in search of home linens, bed linens, and bath linens that can meet their specific project requirements.

All the comfort of bath linens, the character of table linens, the sensuality of bed linens, and the coziness of homewear, everywhere fabrics set the tone and add their irreplaceable delicateness.





## 7. RUGS, CARPETS AND MORE: RUG SQUARE

A selection of carpet specialists from around the world, with proven expertise and weaving techniques.



## 8. FABRIC AND SURFACE DESIGNERS: PATTERN LAB

Meet: the design departments of brands that want to embellish their new collections in a creative, exclusive manner. Specifiers looking to add a unique touch and personalize their interior design projects...



# GRAPHICS

Top 10 visitor countries

FRANCE	51.8%
ITALY	6.0%
BELGIUM	5.2%
UNITED KINGDOM	3.9%
SPAIN	3.5%
GERMANY	3.1%
NETHERLANDS	2.8%
UNITED STATES	2.7%
PORTUGAL	2.2%
SWITZERLAND	2.0%



# TESTIMONIALS

*"I was there at the very beginning of Maison&Objet. Today, it is an essential show. Now, furniture manufacturers show their collections there."*

Philippe Starck - Designer

*"We are happy to reconnect with customers we see every show and also delighted to meet a lot of new people to help the brand grow."*

Margaux Keller - Bibelo

*"I am happy to be here because we need to see the customers, the Internet is not enough. In our profession we need to touch. I believe that today more than ever, trade shows are once again becoming essential."*

Muriel Ughetto

*"Maison&Objet is the only time of year when customers can see all our lights, and we can meet our customers from all over the world. I started at Maison&Objet 22 years ago with a 9m<sup>2</sup> stand, and we haven't stopped growing since."*

Le Deun Luminaires

*"Maison&Objet is the perfect opportunity to meet our current customers and win over new ones."*

Bitossi

*"Maison&Objet has always been a show close to our hearts."*

Popus



# A DEDICATED ADVERTISING PLAN FOR YOUR COMMUNITY

In-depth work on acquiring qualified visitors leads from our decoration, furnishings and design industries for hospitality and the home.

We have set up innovative digital tools and improved how we attract targeted 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 visitors from the decoration and home interior sectors. A communication plan dedicated to the decoration, furnishings and objet d'art sectors will be rolled out throughout the year.



# 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



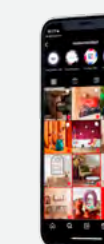
## OVER 600K

NEWSLETTER  
CONTACTS  
WITH AN AVERAGE OPEN RATE OF 33%



## 2,1M

FOLLOWERS  
ON SOCIAL MEDIA



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