

# 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



# 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.

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



# 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 + WHOLESALERS, 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



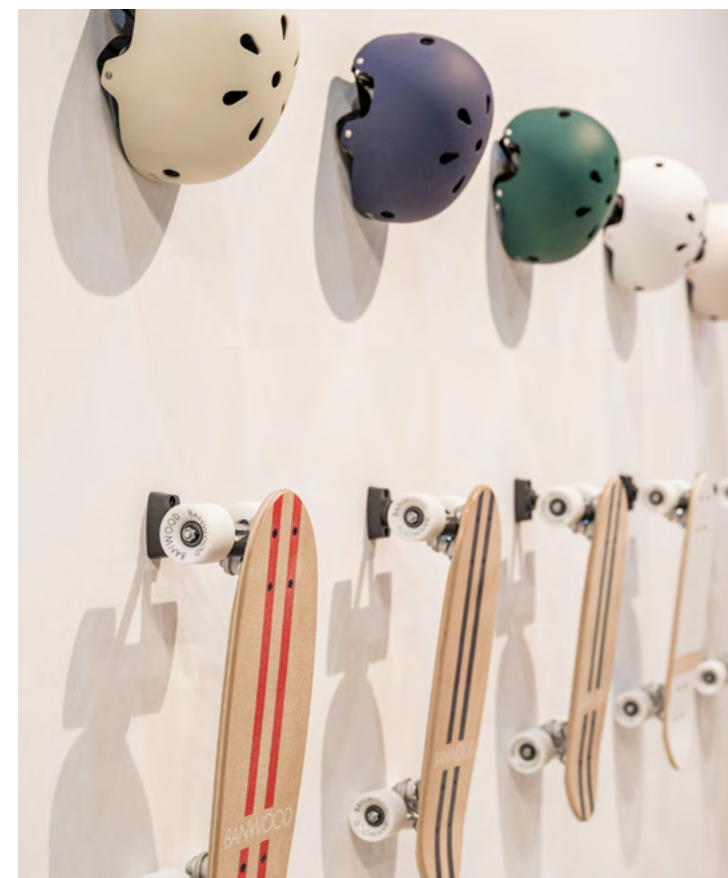
# GRAPHICS

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%



# 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



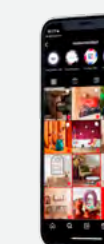
OVER 600K

NEWSLETTER  
CONTACTS  
WITH AN AVERAGE OPEN RATE OF 33%



2,1M

FOLLOWERS  
ON SOCIAL MEDIA





# JOIN THE COMMUNITY

GIFT & PLAY

xoopan

PAPIER TIGRE



UCON ACROBATICS



IZIPIZI  
PARIS

LEUCHTTURM1917  
DETAILS MAKE ALL THE DIFFERENCE.

LA CHAISE  
LONGUE

Le petit Souk



DOIY



omy



Moulin Roty

KIKKERLAND



# MAISON & OBJET

NEW & NOW