

THE INNOVATIVE LIFESTYLE RENDEZ-VOUS

PRESS RELEASE

24 JAN. 2025

**The upmarket shift sets the tone for
2025: an energized industry and
renewed inspiration!**



MAISON & OBJET

NEW & NOW

The premier event for the entire industry: boldly innovating to inspire

Despite bitterly cold winter temperatures, Maison&Objet warmed up the decor, design and lifestyle sector with an electrifying edition. With vibrant aisles, an explosion of colour and new products, and enthusiastic visitors from around the world, Maison&Objet was more than just a trade show. This event drives business across the sector, inspiring this engaged, growing community.

Maison&Objet is a **key strategic partner for players across the entire decor, design and lifestyle industry. Every year, this event adapts swiftly to the latest changes in the industry, offering an indispensable platform for decoding trends and expanding business opportunities for brands, as well as specifiers, architects and interior designers.**

The January 2025 event marked a key milestone in the transition that began last September. **Originality, boldness, desirability and innovation: these four words sum up this year's event, a unique experience at the crossroads of business and creation.**

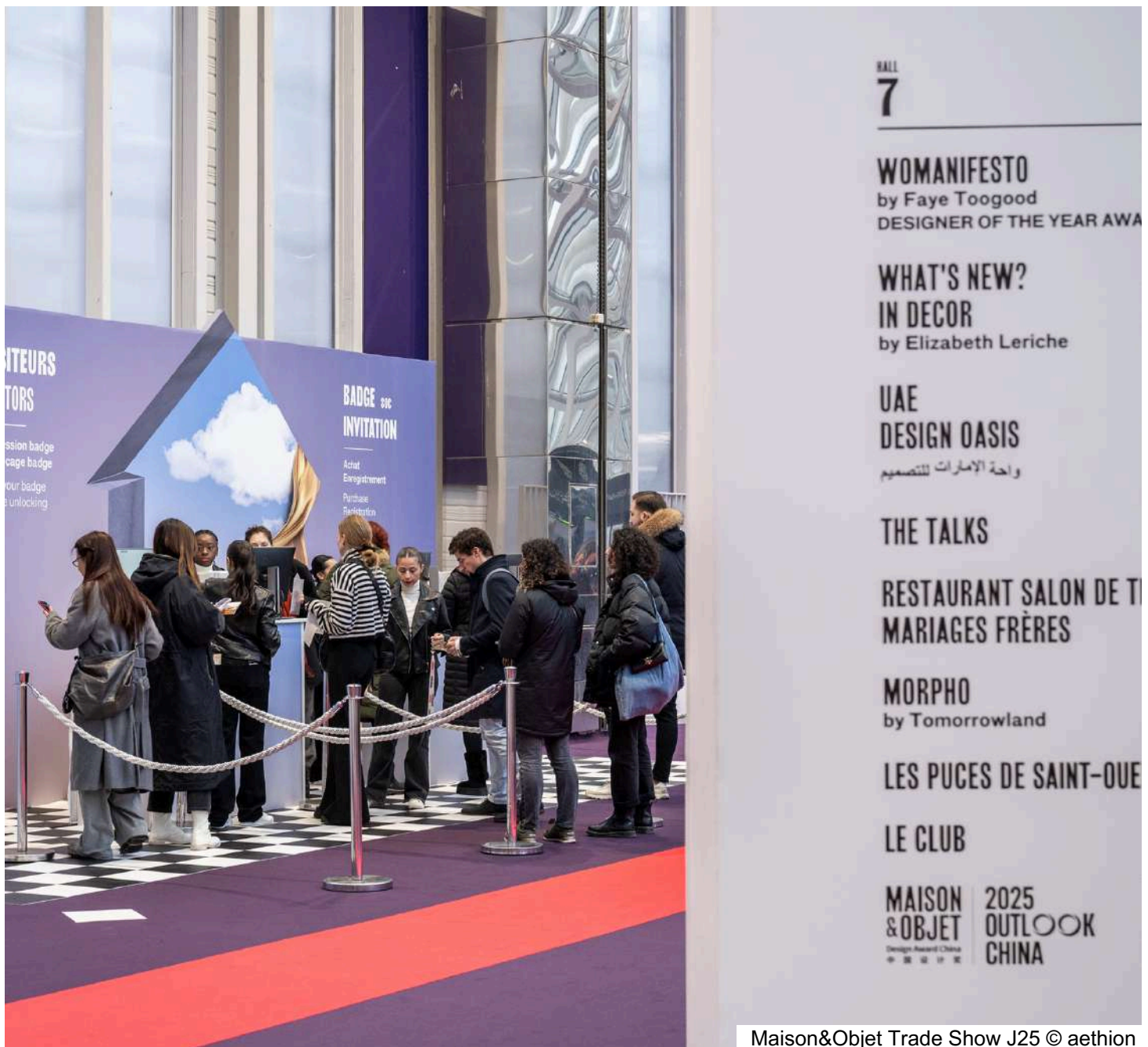


Maison&Objet Trade Show J25 © aethion



Investing in creativity to attract new, qualified visitors

In addition to a **carefully selected offering in 15 sectors**, Maison&Objet has also made investments designed to attract new visitors, through practical yet inspiring programmes: **What's New?** This signature programme showcases highly desirable projects, **ideas and concepts that can be effortlessly adapted as well as emerging trends that are redefining each of the three featured sectors.**



Maison&Objet Trade Show J25 © aethion



What's New? In Hospitality

Up-and-coming designer **Julien Sebban** (founder of the architecture studio Uchronia) shook up the hospitality industry with a colourful hotel whose cheerful juxtaposition of motifs challenged the status quo, embodying the show's Sur/Reality theme, while creating bespoke pieces with industry leaders (the monumental table in the lobby was designed especially for Maison&Objet).

Somewhere between retrofuturism and contemporary baroque, this curated, cutting-edge selection from the brands at the show and on MOM **reflected an opulent and desirable vision for the hospitality industry of the future.**



What's New? In Hospitality by Julien Sebban
Maison&Objet Trade Show J25 © felix dol maillot



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What's New? In Decor

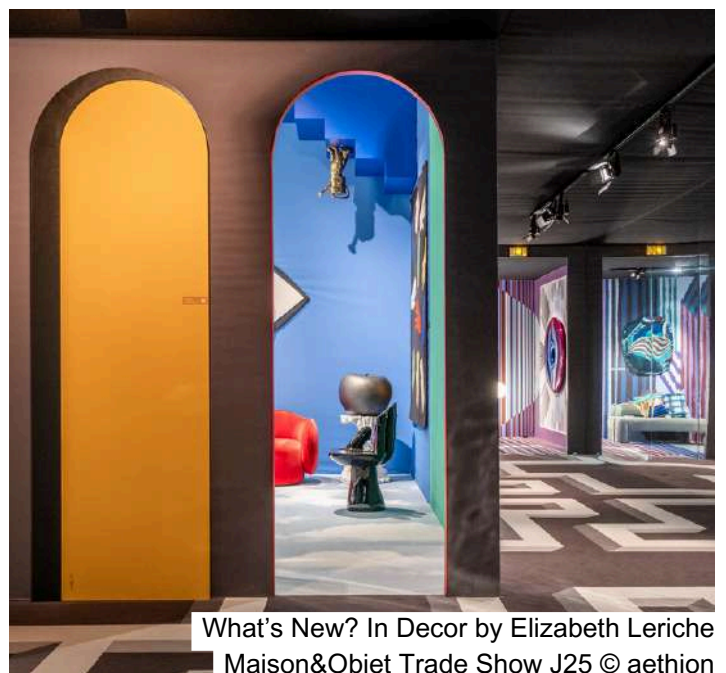
To celebrate the 100th anniversary of **surrealism**, the talented **Elizabeth Leriche** immersed visitors in decor created with **some of the show's finest gems**, crafting a series of **disruptive, poetic scenes**: an enchanted forest, a bed in the clouds, hypnotic motifs, an upside-down room. It was easy to spot the trends for the coming season from among the show's exhibitors.



What's New? In Decor by Elizabeth Leriche
Maison&Objet Trade Show J25 © aethion



What's New? In Decor by Elizabeth Leriche
Maison&Objet Trade Show J25 © aethion



What's New? In Decor by Elizabeth Leriche
Maison&Objet Trade Show J25 © aethion

What's New? In Retail

François Delclaux dreamed up a **cabinet of curiosities for retailers**, staged so as to foreshadow the ideal concept, at the crossroads of a unique retail experience original boutique entertainment and trendy items that will set the tone for the season



What's New? In Retail by François Delclaux
Maison&Objet Trade Show J25 © aethion



What's New? In Retail by François Delclaux
Maison&Objet Trade Show J25 © aethion



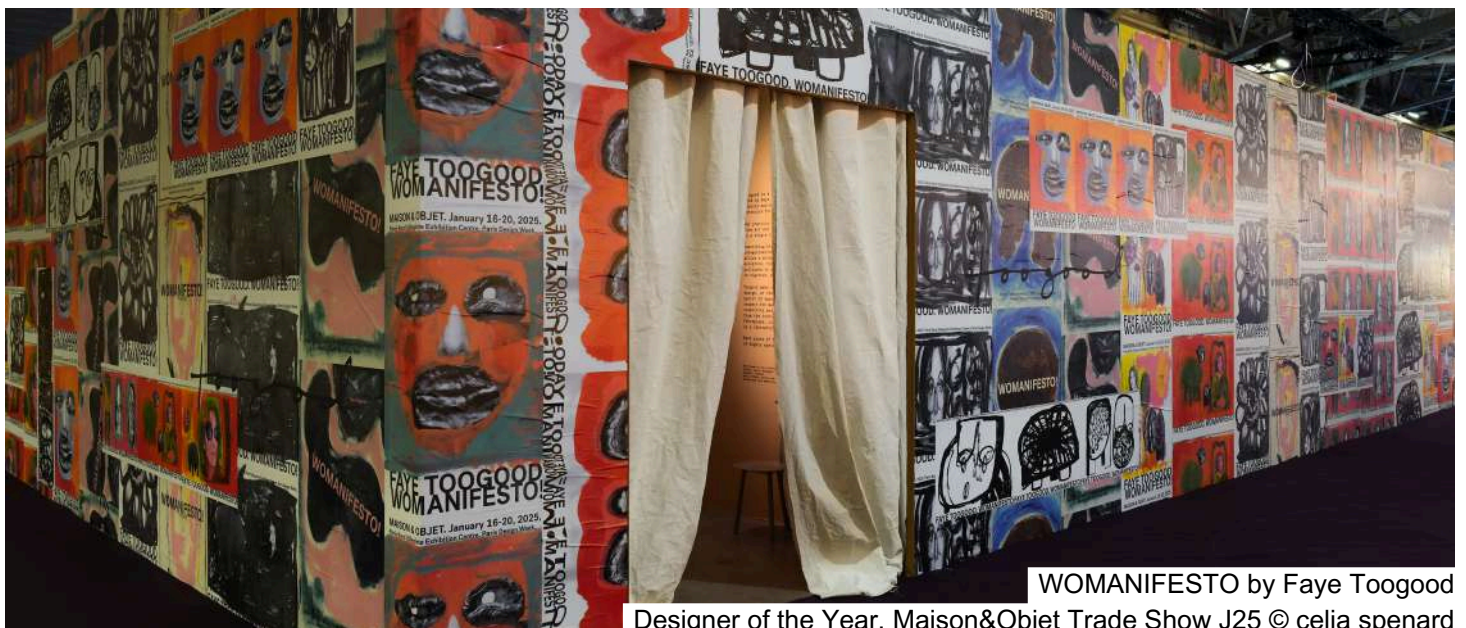
What's New? In Retail by François Delclaux
Maison&Objet Trade Show J25 © aethion



WOMANIFESTO!

This installation was created by **Designer of the Year Faye Toogood**. The British designer revealed an intimate part of her multidisciplinary vision through this artistic work showcasing women in design, created especially for Maison&Objet. It is a true immersion **into the artist's creative subconscious**.

Through **three worlds of colour**, we explore her practice through both the object and her process. From shadow to light, she unveils the deepest facets of her personality, revealing her true self. Her mind is an ever-changing landscape, always in motion, where creativity knows no bounds, slipping seamlessly from carpets to settees, from paper sculptures to fashion.



WOMANIFESTO by Faye Toogood

Designer of the Year, Maison&Objet Trade Show J25 © celia spenard



WOMANIFESTO by Faye Toogood

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WOMANIFESTO by Faye Toogood

Designer of the Year, Maison&Objet Trade Show J25 © celia spenard

Curatio

In the Signature Hall, a new programme has taken shape in the form of an exhibition on collection design curated by Thomas Haarmann. In this museum installation, the object transcends its function to become a work in its own right. These monumental, striking pieces embody what is possible when craftsmanship meets art and design.

At the crossroads of sculpture and furniture, these pieces are destined to find their place in collectors' homes, signalling the singularity of prestigious hotels and restaurants. This exhibition was the next step in the show's move upmarket, firmly asserting the demanding nature of the collection's design and setting the stage for future innovation at the January 2026 event.



Curatio by Thomas Haarmann
Maison&Objet Trade Show J25 © aethion



Curatio by Thomas Haarmann
Maison&Objet Trade Show J25 © aethion

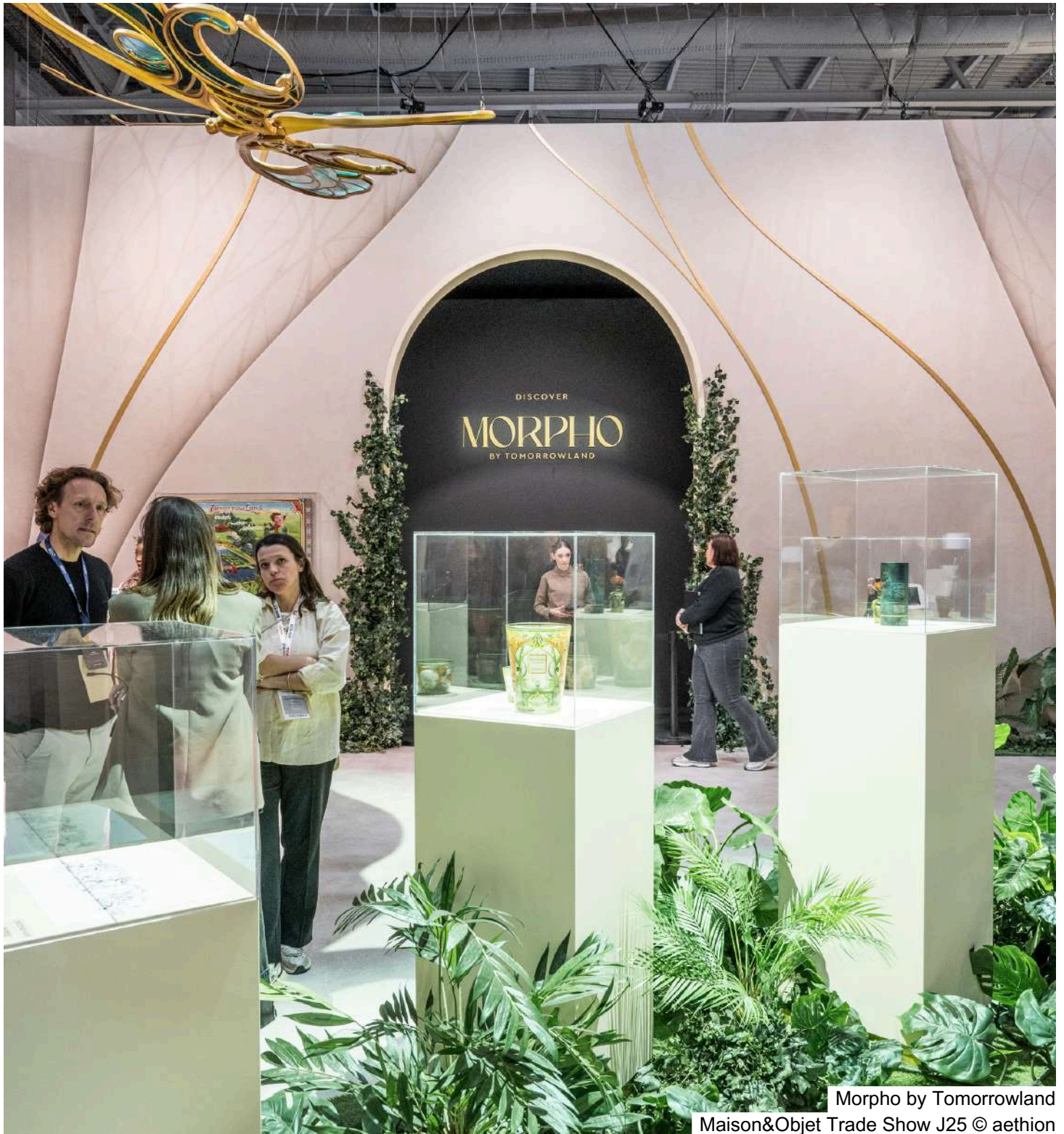


Curatio by Thomas Haarmann
Maison&Objet Trade Show J25 © aethion

Tomorrowland

The music festival that's got the international electronic scene dancing has selected **Maison&Objet** as the venue to preview its lifestyle brand, **MORPHO**.

The preview's eagerly awaited foray into the world of decor and design was a wonderful surprise. **Maison&Objet** will be supporting and accelerating **MORPHO's** development in **2026**, so stay tuned!



Morpho by Tomorrowland
Maison&Objet Trade Show J25 © aethion



Flow of Fashion

Symbolising the revival of the fashion sector, this innovative space reinvented fashion in harmony with decor. A true next-generation concept store, Flow of Fashion redefined physical retailing by blurring the boundaries between these two worlds. More than just a store, it offered a hybrid experience where physical mannequins were doubled on screen and came to life with AI, in collaboration with Artcare, an agency specialising in digital mannequins. Here, gift ideas, fashion accessories and home decor all came together in an immersive, unique shopping experience.



Flow of Fashion by Daniela Leonini
Maison&Objet Trade Show J25 © aethion



Flow of Fashion by Daniela Leonini
Maison&Objet Trade Show J25 © aethion



Flow of Fashion by Daniela Leonini
Maison&Objet Trade Show J25 © aethion



Talks and Workshops

The rigorously curated programme featured a carefully selected **line-up of experts and visionaries** such as Alexis Mabillet, Antoine Ménard, Bénédicte Epinau, Hervé Lemoine, Margaux Keller, the firm Peclers Paris, and the rising star of US interior design, Nina Magon, **all coming together at Maison&Objet to spark discussions on the current challenges facing the design and lifestyle sectors.**



The Talks, Maison&Objet Trade Show J25 © aethion

The Retail Coaching

This series of practical workshops for retail professionals aimed to **rethink sales and merchandising strategies in an ever-changing industry.** The workshops addressed issues such as sound identity in shops, the use of AI in point-of-sale communications and the latest in e-commerce tools.



The Retail Coaching, Maison&Objet Trade Show J25 © aethion



Women&design by Maison&Objet

This programme launched in September 2024 and was already making an impact in January with its brand-new programming. **Four Talks at the show brought together talented women designers, setting the stage for productive exchanges addressing the challenges facing the industry.**

In Paris, a selection of international guests enjoyed an exclusive dinner at the restaurant Baronne, in collaboration with the hospitality group Paris Society. **This exceptional event brought together the community of actors involved in impact projects led by women.** The distinguished guests included Paola Navone, India Mahdavi, Nina Magon, Sarah Poniatowski, Kristina Zanic, Thomas Jolly and Vincent Darré.



Women&design dinner by Maison&Objet
Meredith Xavier, Nina Magon & Faye Toogood © jean picon, Say Who

Maison&Objet In The City

Professionals visiting Paris got a chance to explore 100 of the finest haute décor buildings, hand-picked by the discerning members of our Maison&Objet teams. The tour included Mathieu Lehanneur at Christie's, the MAY Gallery, Le Berre Vevaud's latest creations, and Fortuny fabrics with Chahan Minassian, just to name a few.



Entrance gallery
Maison&Objet In The City 2025 © greg sevaz



Victoria Wilmotte
Maison&Objet In The City © greg sevaz



Dorothee Delaye
Maison&Objet In The City 2025 © greg sevaz



The January edition in figures

Visitors

- **69,086** unique visitors

including 55% distributors (buyers and unspecified), 36% specifiers (architects and cafés/hotels) and 9% manufacturers

- **96,392** visits
- **149** countries represented
- **56%** french visitors
- **44%** international visitors

Top visitor countries

- **France:** 38,763
- **Italy:** 4,029
- **Belgium:** 3,395
- **Netherlands:** 2,441
- **United Kingdom:** 2,144
- **Spain:** 2,005
- **Germany:** 1,987
- **United States:** 1,437
- **Portugal:** 1,276
- **Switzerland:** 1,119 (*new*)

Top brands by country

- **France:** 964
- **Italy:** 322
- **Belgium:** 139
- **Spain:** 122
- **Netherlands:** 120
- **Germany:** 91
- **Japon:** 78
- **United Kingdom:** 66
- **Denmark:** 63
- **Portugal:** 58

The brands

- **2,377** brands
- **594** new exhibitors
- **59** countries represented
- **964** French brands
- **1,413** international brands



The January edition in figures

Maison&Objet on Social Media

- Instagram: 1.1M
- Facebook: 717K
- Pinterest: 65K
- LinkedIn: 72K
- TikTok: 30K
- X / Twitter: 29K

MOM (Maison&Objet And More)

- **3 millions** visits per year
- **342 000** professional buyers from the sector
- **60%** distributors
- **40%** specifiers
- **6,000** brands



Maison&Objet Trade Show J25 © aethion

Key figures for the January 2025 edition

Maison&Objet is gaining international momentum with a **growing number of visitors from abroad**—a direct result of investments made to attract new audiences. This increase shows that the international community has mobilised around Maison&Objet to boost its business and drive the desire to consume. Fewer French visitors attended this year, reflecting the current economic climate.

In terms of exhibitors, 2,377 brands presented their collections, with nearly 30% being new brands across all sectors. The range of products on offer has also become more diversified, with **60%** international representation. The Top 10 exhibiting countries are France, Italy, Belgium, Spain, the Netherlands, Germany, Japan, the UK, Portugal and Denmark.

“Aware of the challenges we’re facing, we were highly motivated and inspired to review all our practices to remain the best business partner in our industry, both locally and globally.

The success of this year’s show was reflected in the enthusiasm and optimism on display in the aisles. I’m very proud to see that professionals who want to grow their business were present at the show.

We’re even more excited as we begin preparing for the September 2025 and January 2026 events!”

Mélanie Leroy, General Manager, SAFI (Maison&Objet, Paris Design Week and MOM)



Mélanie Leroy © DR

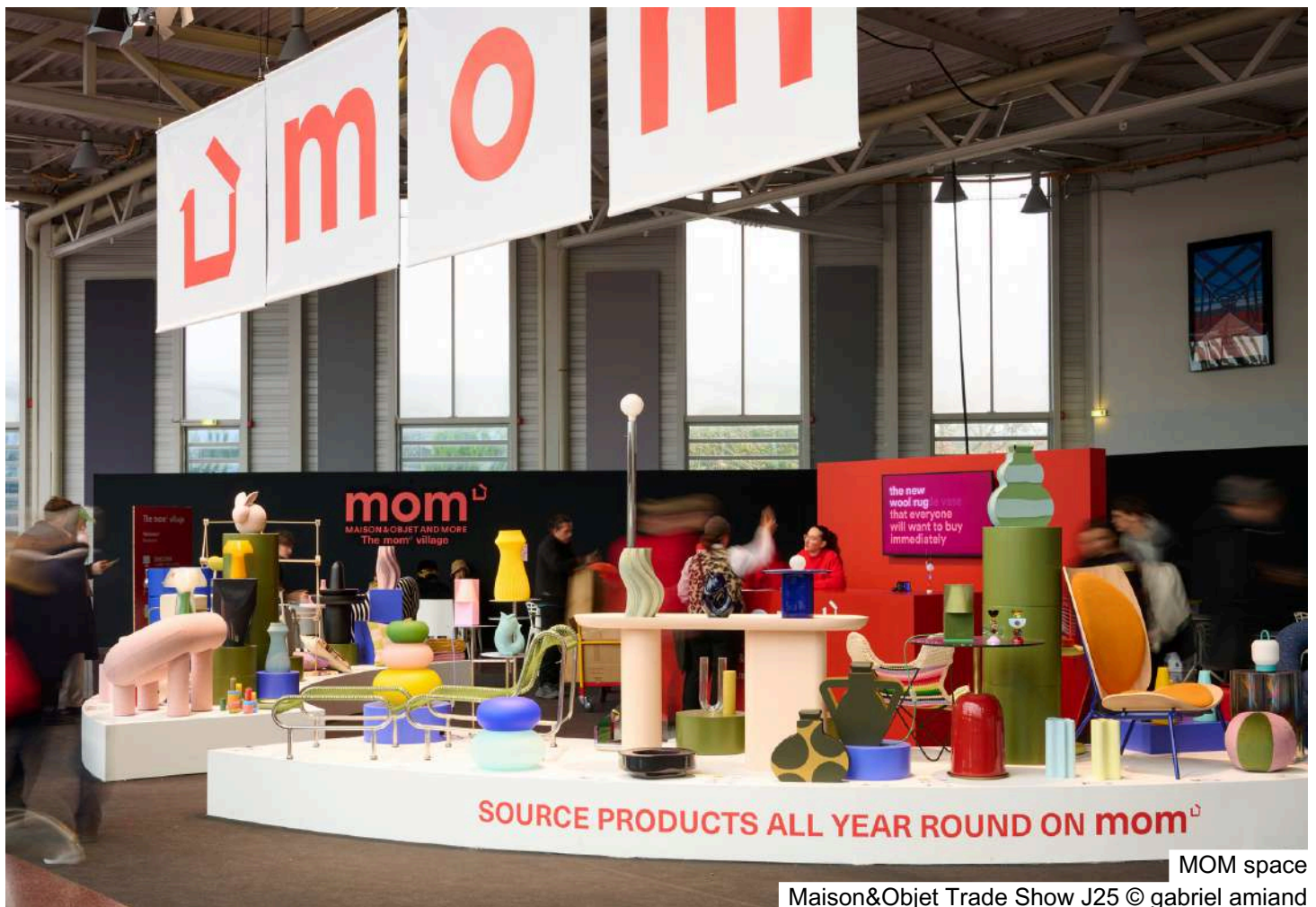
And in September? The Revival

As previously announced, Maison&Objet will be putting on a completely new show. **Designed to meet the expectations of retailers, concept stores and architects in search of inspiration**, Maison&Objet September will unveil an eclectic selection of decor, fashion and accessories, small furniture and design pieces. **See you from 4 to 8 September!**

Paris Design Week will be back from 5 to 14 September, bringing Paris to life with exciting designs and new talent.

In the meantime, the experience continues online with MOM!

With more than **20,000 products available for purchase during the show and throughout the year**, MOM offers buyers the chance to place orders immediately as part of their ongoing discussions with the brands.



About Maison&Objet

Maison&Objet (SAFI, a subsidiary of Ateliers d'Art de France and RX France) has been a leader in the international decor, design, and lifestyle community since 1994

Its trademark? Its ability to foster productive international meetings and enhance the visibility of the brands that exhibit at its trade shows and on its digital platform, as well as its singular aptitude for highlighting the trends that will set the hearts of the interior design community racing.

Maison&Objet's mission is to reveal talent, offer opportunities for discussion and inspiration both online and offline, and facilitate business development. With two annual exhibitions and Paris Design Week in September, Maison&Objet serves as an indispensable barometer for the entire sector. Online since 2016, MOM (Maison&Objet and More) allows buyers and brands to continue their exchanges, launch new collections, and make contacts beyond physical meetings. Weekly launches of new products that captivate the interior design community provide an ongoing boost to the industry.

In 2023, Maison&Objet rolled out new digital services, and MOM also became a marketplace. On social networks, discoveries are made on a daily basis by a community of almost two million professionals active on Facebook, Instagram (+1M followers), Twitter/X, LinkedIn, Xing, WeChat and TikTok. Maison&Objet is a catalyst that positions Paris as a major hub for international creative talent.

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16-20 JAN. 2025
PARIS

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NEW & NOW