

MAISON&OBJET

NEW & NOW

CRAFT

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.





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."

CRAFT MANIFESTO

A celebration of artistry and craftsmanship.
Maison&Objet's unwavering support for every exceptional expertise:
cultivating, preserving and enhancing it.

Craft is a living workshop where skill and style come together.
Noble materials, expert and passionate hands, exceptional objects,
unique items, in small series or entirely custom-made.

From lighting to tableware and furniture to collector's items,
each creation is conceived as a work of art sculpted with precision.

Craft represents a sensitive, made-to-measure and eco-responsible
approach to objects in the service of new, more thoughtful consumption.
An approach that values time, tools and expertise.

The craftsman, at the core of useful and poetic creativity.
Made with meaning and given a meaningful role, every object is unique.
Craft. The extraordinary made by hand.



MEET THE RIGHT BUYERS FOR YOU

To exhibit at Craft means meeting:

Interior designers, decorators, hoteliers and restaurateurs looking for that unique piece that will enhance their furnishing project, or virtuosos capable of setting their designs to music. Craftsmanship is at the heart of an architect's profession, an extension of their imagination.

It also means meeting **distributors, museums and galleries** who want to offer their customers designs and creations with a strong soul.





Source: visitor scans - Maison&Objet January 2025

MEET THE RIGHT BUYERS FOR YOU

To exhibit at Craft means meeting:

41.1%	ARCHITECTS, INTERIOR DESIGNERS, DECORATORS, DESIGNERS
29.6%	RETAILERS, INDEPENDENT STORES
9.3%	OTHER (PRESS, SCHOOLS, WORKSPACE DEVELOPERS, ETC.)
7.4%	MANUFACTURERS, CRAFTSMEN
4.3%	RETAIL CHAINS, DEPARTMENT STORES, ONLINE STORES
3.8%	HOTELIERS, RESTAURATEURS
3.3%	WHOLESALERS, CENTRAL BUYING OFFICES
1.2%	REAL ESTATE, COMMUNITY FACILITIES

GRAPHICS

Visitors by country

FRANCE	48.7%
ITALY	4.9%
UNITED STATES	4.1%
UNITED KINGDOM	3.3%
BELGIUM	3.1%
GERMANY	2.6%
SPAIN	2.5%
INDIA	2.1%
NETHERLANDS	2.0%
SWITZERLAND	1.8%

Source: visitor scans - Maison&Objet January 2025



BE IN THE RIGHT ENVIRONMENT



TESTIMONIALS

"We made sales, received orders, and established very interesting contacts for developing new projects, notably with art galleries, designers and architects."

Claire Poujoula - Exhibitor in the Craft sector



A DEDICATED ADVERTISING PLAN FOR YOUR COMMUNITY

Your challenges are our priority. Maison&Objet is proud of its in-depth work acquiring qualified visitor leads for the Craft 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 Craft visitors.

Finally, throughout the year, an advertising plan dedicated to the Craft 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

CRAFT

 **ATELIER
POLYHEDRE**

Lussou
Sculpteur

Athena Jahantigh
Sculptor - Ceramist

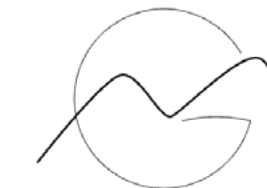
 **FRÉDÉRIQUE
DOMERGUE**


manardu

la languOchat
le rêve se met en lumière


MURIELMAIRE.ART

A/B




Cécile Geiger



VERO
REATO

MAISON&OBJET

NEW & NOW