

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*

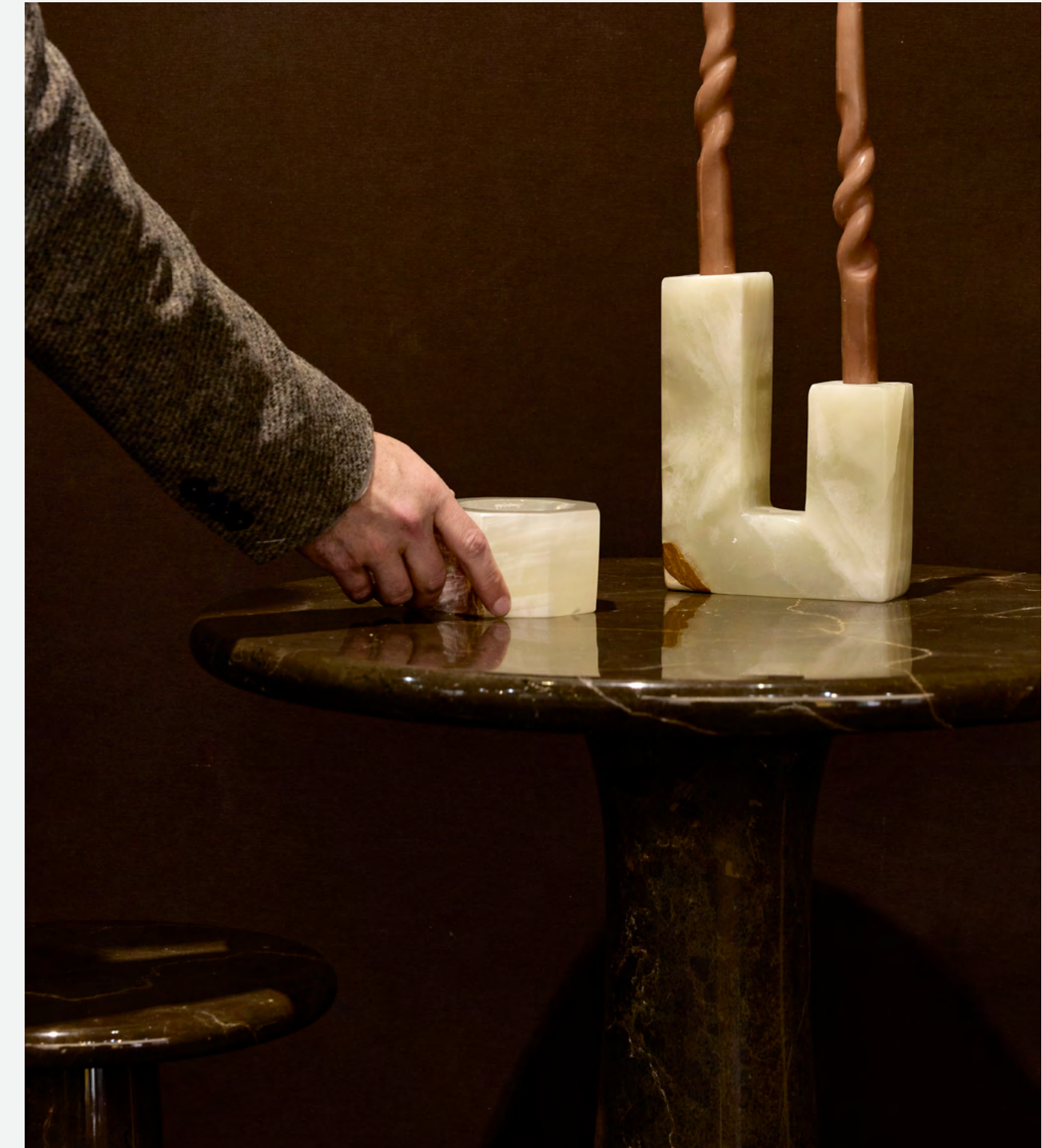
55
NEW LEADS
PER EXHIBITOR/
SHOW

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*



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





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."

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

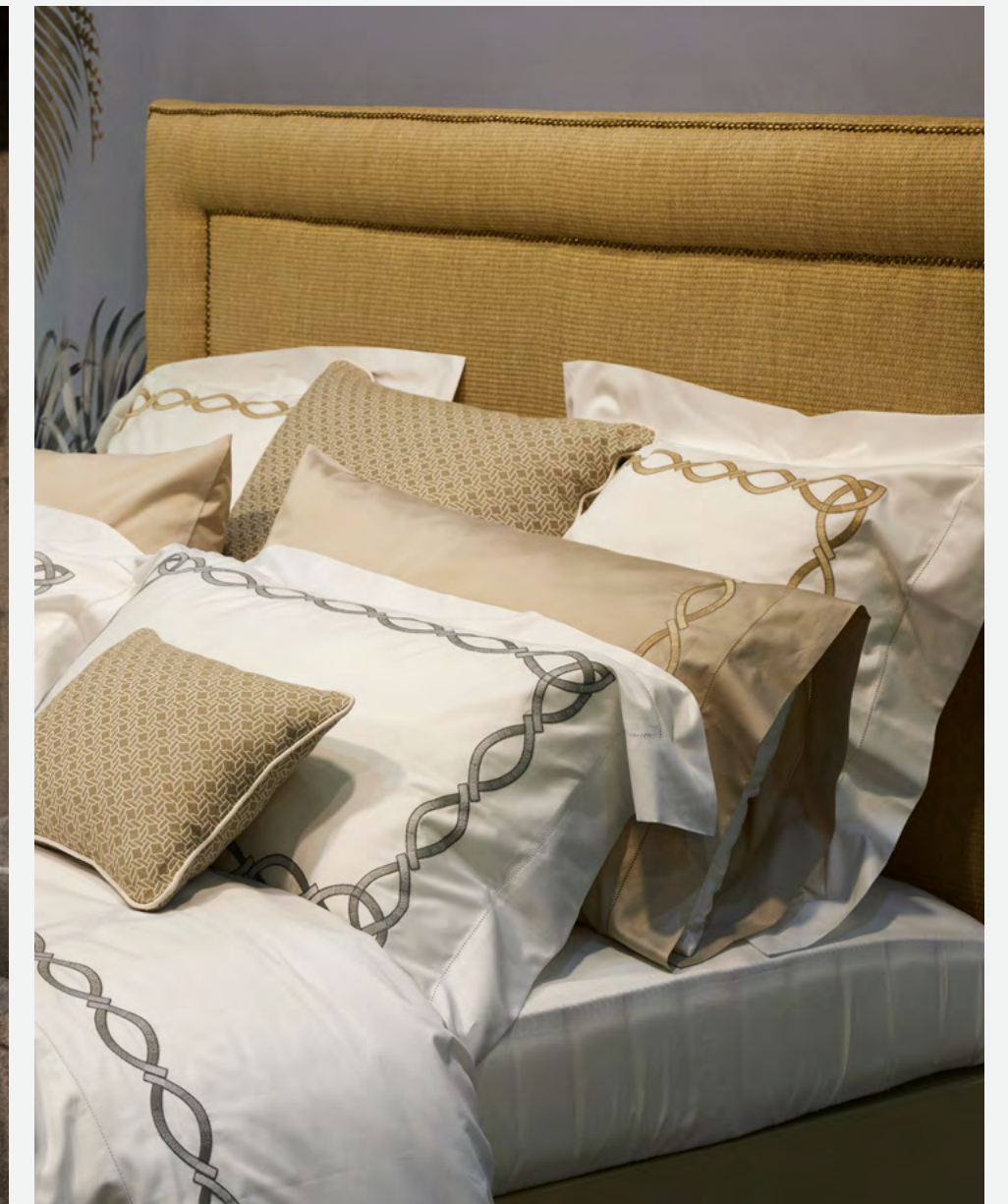
From lighting to accent furniture,
and throw pillows to decorative accessories,
this is the place for real finds
you won't spot anywhere else,
so you can personalize your interior.



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 9m² 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



ey

Elle Decoration
Design Award 2022

Big See Design
Award 2022

Design Intellige
Award 2022



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



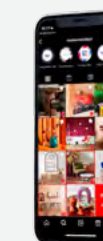
OVER 600K

NEWSLETTER
CONTACTS
WITH AN AVERAGE OPEN RATE OF 33%



2,1M

FOLLOWERS
ON SOCIAL MEDIA



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