

# MAISON & OBJET

NEW & NOW

FRAGRANCE & WELLNESS

# 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."



# FRAGRANCE & WELLNESS MANIFESTO

Feeling at home.

Through fragrance, one of the first ways of investing a space.

Scent signature as an identity, an imprint of place.

Fragrance as an intimate language describing a space, woven from memories, impressions and emotions.

A scent that welcomes, reassures, anchors, tells a story and remembers.

Here you will find the full range of home fragrances and scented products, from bathroom to home diffusers.

Holistic wellness presented as a new home philosophy where self-care becomes space-care and vice versa.

Find yourself at home in a new form of balance: recharge your batteries, relax, blossom, cultivate your well-being and that of your home.

Every moment, be it a beauty treatment or simple relaxation, every product, natural cosmetic or skincare, every carefully chosen object contributes to a renewed harmony.

Rediscover the pleasure of being at home in a bubble where you feel great.

Feel fully alive in the very heart of your own world.



# MEET THE RIGHT BUYERS FOR YOU

Exhibiting at Fragrance & Wellness  
means meeting:

Key retail stakeholders at a unique and exclusive event with benchmark brands **and also interior designers, decorators, and hospitality professionals** who want to give a powerful olfactory identity to their design projects or hospitality spaces.

All part of this major new market trend that is wellness.





# MEET THE RIGHT BUYERS FOR YOU

Exhibiting at Fragrance & Wellness means meeting:

**48.3%**

CONCEPT STORES, RETAILERS,  
INDEPENDENT STORES

**17.2%**

ARCHITECTS, INTERIOR DESIGNERS,  
DECORATORS, DESIGNERS

**13.4%**

OTHER (PRESS, SCHOOLS, INSTITUTIONS, ETC.)

**12.5%**

RETAIL CHAINS, DEPARTMENT STORES, ONLINE STORES  
+ WHOLESALERS, CENTRAL BUYING OFFICES

**5.2%**

MANUFACTURERS, CRAFTSMEN

**3.4%**

HOTELIERS, RESTAURATEURS



# GRAPHICS

Visitors by country

FRANCE	46.1%
ITALY	6.9%
BELGIUM	5.1%
UNITED KINGDOM	4.5%
SWITZERLAND	3.1%
SPAIN	2.9%
GERMANY	2.8%
UNITED STATES	2.7%
PORTUGAL	1.7%



# BE IN THE RIGHT ENVIRONMENT



# 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 Fragrance & Wellness sector.

We have set up innovative digital tools and improved how we attract targeted leads: retailers and professionals from the beauty and well-being industry, 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 industry visitors. Finally, throughout the year, an advertising plan dedicated to the Fragrance & Wellness 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



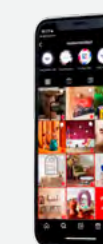
## OVER 600K

NEWSLETTER  
CONTACTS  
WITH AN AVERAGE OPEN RATE OF 33%



## 2,1M

FOLLOWERS  
ON SOCIAL MEDIA





# JOIN THE COMMUNITY

FRAGRANCE & WELLNESS

MAX BENJAMIN

Aery

LES CHOSES  
SIMPLES

Agapē

HERCULE  
STUDIO

COLLINES  
DE PROVENCE  
Parfumeur Botaniste

ACQUA  
DELL'  
ELBA

EST. 1999  
VOLUSPA

THE FRENCH CANAQUEEN  
Marie-  
Janine

MALOU &  
MARIUS  
COSMÉTIQUE PARIS

BAOBAB  
AFRICAN HOME  
DECOR

kerzon  
depuis 2013

LADENAC  
MILANO

SAVONNIER PASSIONNE  
mas du  
roseau  
EN PROVENCE DEPUIS 1983

Mathilde M.  
FRANCE

CULTI  
MILANO





# MAISON & OBJET

NEW & NOW