FLASH INFO

MAISON&OBJET PARIS

24-28 MARCH 2022

An edition marked by the dynamic recovery of international business, reaffirming the drawing power of this major event for stakeholders in the decor, design, and lifestyle markets.



VISITORS

51 656

Visitors

visitors

136

Countries represented

32 982 — **64**% French

18 674 --- 36%

International visitors

→ Top 10 Countries

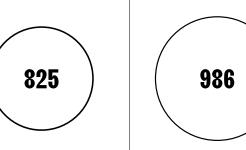




1 811

of which **513**

Brands



French brands

International brands

53

Countries represented



900

JOURNALISTS BLOGGERS INFLUENCERS

MAISON&OBJET PARIS

24-28 MARCH 2022

→ Visitor backgrounds

CEO,

DIRECTOR / OWNERS 58%

PURCHASING / SOURCING 13% SALES / MARKETING 11%

→ Breakdown by field of business

RETAILER 53%

SPECIFIER 38 % MANUFACTURER, MAKER 9 %

THE TRADE FAIR THAT'S A CONTACT MULTIPLIER



123 695

badges were scanned

over **5** days

days | | | | | |

1 291

exhibitors

THE BJECTIVES OF VISIT

→ Visitors*

FIND NEW PRODUCTS 83%

MEET NEW SUPPLIERS AND CONTACTS 75%

DISCOVER
MARKET TRENDS 71%

→ Exhibitors*

MEETING NEW CLIENTS 78%

GETTING YOUR NAME OUT THERE, BUILDING YOUR IMAGE 70%

TAKING DOWN ORDERS 59%

*results of the post-fair survey: 1 566 respondents



(Ö

900K +15%*

652K +19%*

Y

30K +1.7%*

→ Social networks

in

39,9K +152 5%* P

41,2K +86.4%*

*Increase over January 202

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A BENCHMARK EVENT

LE CLUB — THE VIP LOUNGE BY MAISON&OBJET

The circle of excellence for the most influential buyers, specifiers and key stakeholders in the French and international decor, design and lifestyle markets.



Smallable (FR), Kaubamaja (EE), Coin Casa (IT), Nedgis (FR), Le Bon Marché (FR), Selfridges (UK), De Bijenkorf (NI), The Kadewe Group (DE), Kelly Hoppen (GB), Hba Design (GB), Yabu Pushelberg (CA), Evok Hotel Collection (FR), Raffles Collection (GR), Mama Shelter (FR), Accor Invest (FR)...

→ see the list

THEY'RE

TALKING ABOUT IT...



 You discover new brands, you interact with incredible people

77

Lola Rúa Ayllón Architect - Spain



is a key event, an opportunity for reflection and discovery

Daniela Rosati

Category Manager

Ovs Group – Italy



80% OF VISITORS PLACE AN ORDER at the fair or in the following 6 months

+640 MILLION EUROS IN SALES were generated over the 5 days of the fair

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MAISON&OBJET PARIS ALSO MEANS

4 WHAT'S NEW? SPACES

Analysis of what's new this season

« Leisure » – Museum tour by Francois Bernard / « Care » – Rare times by Francois Delclaux / « Living » – Elements of nature by Elizabeth Leriche / « Luxury » – So home hotel by Goodmoods

7 THEMATIC ITINERARIES

W!



NEW!



NEW EXHIBITORS FRENCH MADE



ATELIERS D'ART DE FRANCE MEMBERS

ARCHI DESIGNER

23 TALKS

Hosted with marvelous energy by industry experts, and available online.

academy.maison-objet.com

20+ SPECIAL FEATURE AREAS

Carte blanche was given to big names (installation designers, interior decorators, designers, etc.):

Tristan Auer, Paola Navone & Daniel Rozensztroch, Julien Sebban d'Uchronia, teamLab...



IN THE MEANTIME





The complete universe of Maison&Objet in Paris

From March 23-28, a brand-new circuit through the finest names in the Parisian decorative arts, with 87 participating showrooms.

maison-objet.com/en/in-the-city



More news & more bizz...
all year round
6 000 brands & designer

6 000 brands & designers, 480 000 accredited buyers, 3 million annual visits to the digital platform.

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SEE YOU In September!

MAISON&OBJET PARIS

8-12 SEPT. 2022

PARIS NORD VILLEPINTE

#MAISONETOBJET

PARIS Design Week

8-17 SEPT. 2022

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SAFI Organisation, a subsidary of Ateliers d'Art de France and RX France.

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