



The circuit through the finest addresses in Paris

MAISON & OBJET IN THE CITY

15-20 JANUARY 2025 #INTHECITY

MAISON&OBJET IN THE CITY, A UNIQUE B2B EVENT OF ITS KIND

- The itinerary reserved for professionals, connecting the Maison&Objet Paris trade show with **the 100 most beautiful decoration addresses in Paris.**
- A strict selection criterion, a guarantee of quality and consistency.
- An opportunity for brands to capture international visitors, present in Paris for one of the world's largest professional trade shows, in their own setting, in the city.
- The full communication and attraction power of Maison&Objet serving the Parisian ecosystem of decoration and the art of living.
- A strategic period, from January 15 to 20, 2025, when Paris becomes the world capital of design and decoration.


IN THE CITY

15-20 JANUARY 2025



Galerie MAY - Maylis et Charles Tassin

MAISON&OBJET IN THE CITY
WHO IS PARTICIPATING?





Galerie Michel Amar



Galerie Avant-Scène De la carte



Delcourt Collection

PARTICIPANTS MAISON&OBJET IN THE CITY

The Parisian ecosystem of excellence in decoration: decorators, editors, galleries, prestigious houses, artisans, and craftsmanship... the 100 names that make Paris so unique in the international decoration landscape.

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THE PARTICIPANTS IN 2024

ANANBÔ PAPIERS PEINTS PANORAMIQUES, ARMANI CASA, ATELIER TORTIL, ATMOSPHERE & BOIS, BERENGERE LEROY, BISMUT & BISMUT ARCHITECTES – GALERIE YVES GASTOU, BOFFI DEPADOVA, CARPENTERS WORKSHOP GALLERY, CASA REMEDIOS, CELINE WRIGHT, CFOC, CHAHAN GALLERY, CHARLOTTE BILTGEN SHOWROOM COURCELLES, CODIMAT COLLECTION, DEDAR, DEIRDRE DYSON, DELCOURT COLLECTION, DELISLE, DESIGNHEURE, DIPTYQUE, DUVIVIER CANAPES, ELDVARM, ELIE SAAB MAISON, FATBOY, FLOS, FLOS SHOWROOM PRO, FRETTE, GAGGENAU, GALERIE STEPHANIE COUTAS, GALERIE VAUCLAIR, GILLES & BOISSIER, GOODMOODS, HÅSTENS, INCUBATEUR LES ATELIERS DE PARIS – FAIDHERBE, INCUBATEUR LES ATELIERS DE PARIS – BASTILLE, INDIA MAHDAVI, INVISIBLE COLLECTION X MOBILIER NATIONAL, ISIDORE LEROY, KETABI BOURDET, LA BOUTIQUE DANOISE, LA MAISON DE COMMERCE, LA MANUFACTURE, LAURA GONZALEZ, LE FRENCH DESIGN GALERIE, LE BERRE VEVAUD, LE MONDE SAUVAGE, LE19M, LIAIGRE - FAUBOURG SAINT HONORE, LIAIGRE - RUE DU BAC, LUXURY LIVING, MAISON DUCHENOUY, MAISON INTEGRE, MAISON MATISSE, MAISON POUENAT, MAISON SARAH LAVOINE, MANUFACTURES EMBLEM PARIS, MARAZZI GROUP, MARIE DAAGE, MAY - MAYLIS ET CHARLES TASSIN, MIS EN DEMEURE DECORATION, MOBILIER NATIONAL, MOISSONNIER, NORKI, ONNO, PARQUETERIE VENESSENS, PHILIPPE HUREL, PIERRE AUGUSTIN ROSE, PIERRE BONNEFILLE, PIERRE GONALONS, PINTO, POLIFORM, PRELLE, REDA AMALOU A LA SECRET GALLERY, RUBELLI, SERAX, SILVERA, SOPHIE MALLEBRANCHE, TAI PING, THE SOCIALITE FAMILY, THEOREME EDITIONS, THG PARIS, THIERRY LEMAIRE, TISSERANT ART & STYLE, TRIODE, UCHRONIA, ULGADOR, VIS-A-VIS PARIS, VOLEVATCH, V-ZUG STUDIO.

IN THE CITY

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Pinto

MAISON&OBJET IN THE CITY
EXPERIENCE MAISON&OBJET
IN, ON, OFF



MAISON&OBJET PARIS 16 – 20 JANUARY 2025

16-20 JAN. 2025

MAISON&OBJET PARIS

PLAN SECTEURS

LES EXPOSANTS

2 516

Marques

dont
648
nouvelles

1042

Marques
Françaises

1474

Marques
Internationales

62

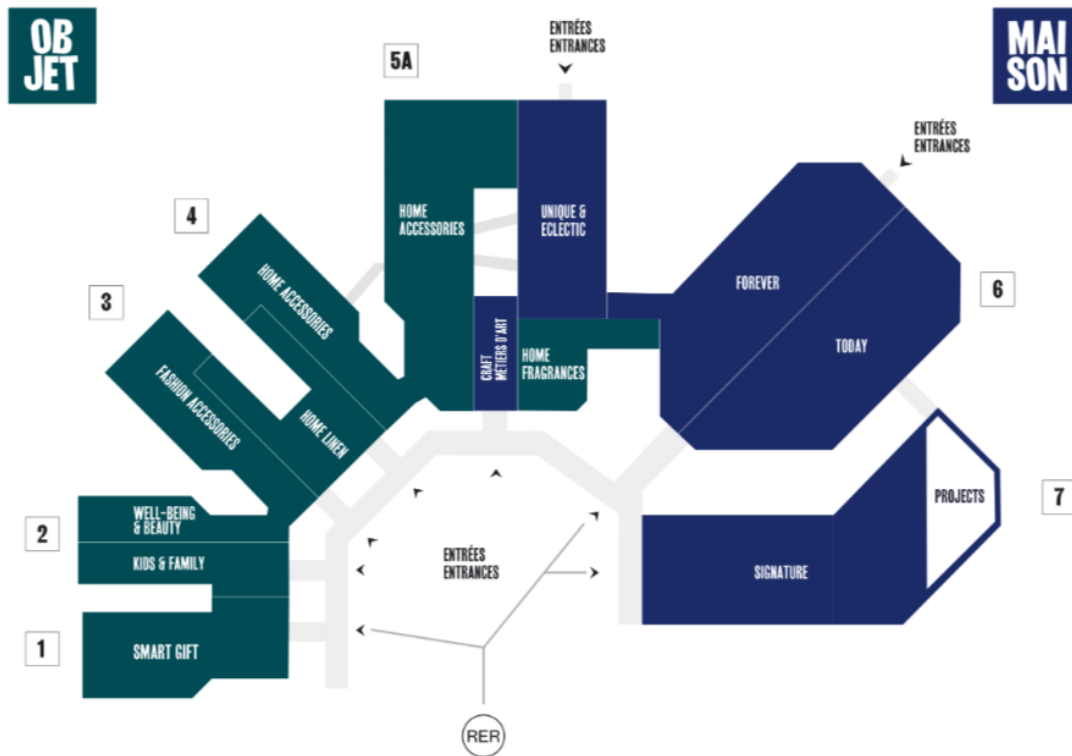
Pays représentés

ON PARLE
DE VOUS

1 259

JOURNALISTES
BLOGUEURS
INFLUENCEURS

IN THE CITY



15-20 JANUARY 2025

MAISON&OBJET PARIS: THE POWER OF ONE OF THE LARGEST TRADE SHOWS

LES VISITEURS

70 668 ↑+5%*

Visiteurs

147

Pays représentés

40 916 — **58%**

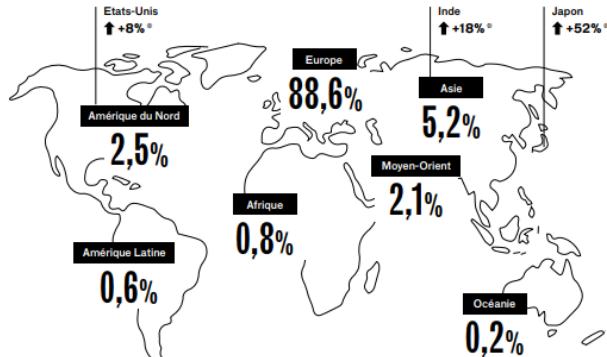
Visiteurs Français

29 752 — **42%**

Visiteurs Internationaux

In 2024 :

→ Répartition par zone géographique



IN THE CITY



15-20 JANUARY 2025

MAISON&OBJET'S EXPERTISE IN SYNCHRONIZING THE TRADE SHOW AND THE CITY: PARIS DESIGN WEEK

Maison&Objet In The City builds on the experience and expertise of Paris Design Week, which has become one of the leading design festivals in Europe: 500 participants and over 250,000 professional visitors and design enthusiasts.



IN THE CITY

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THE DIGITAL PLATFORM MAISON&OBJET AND MORE

The marketplace for professionals in
decoration, design, and lifestyle.

MOM, a digital platform designed by
Maison&Objet, provides your brands with
optimal and continuous visibility to a network of
over 480,000 professionals worldwide and 1.5
million followers on social media.

Participation in Maison&Objet In The City
includes online listings for three products for two
months, along with all the features of a
dedicated mini-site.



MAISON&OBJET IN THE CITY
AN UNMATCHED DIGITAL SHOWCASE



THE COMMUNICATION TOOLS OF MAISON&OBJET

Each brand participating in Maison&Objet In The City is identified and promoted on the same level as the exhibitors at the trade show, along with their Parisian address.



Trade Show App



Visitor Guide



Emailing and newsletter to a database of 480,000 professionals



Galerie Stéphanie Coutras

IN THE CITY

MAISON&OBJET

15-20 JANUARY 2025


mom
MAISON & OBJET AND MORE

Listing on the platform MOM : 24/7 |
mom.maison-objet.com
Site : www.maison-objet.com

THE POWER OF MAISON&OBJET'S SOCIAL MEDIA NETWORKS

An essential channel for news about Maison&Objet In The City
before, during, and after the event.

→ Fréquentation réseaux sociaux


Instagram **1M**
+7%*


Facebook **716K**
+2%*


Pinterest **64K**
+10%*


LinkedIn **67K**
+16%*


TikTok **29K**
+73%*

*Augmentation par rapport à septembre 2023

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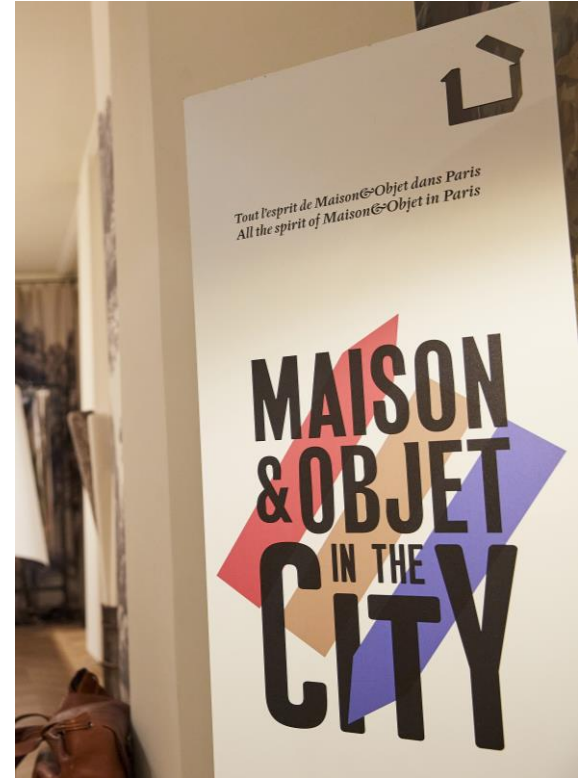
MAISON&OBJET IN THE CITY
YOUR DEDICATED COMMUNICATION TOOLS



COMMUNICATION TOOLS

MAISON&OBJET IN THE CITY

- A guide distributed in 20,000 copies to visitors of the Maison&Objet Paris trade show and at various participating locations.
- Totems and window decals to help you identify yourself in the city.
- Posters to promote the event.



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MAISON&OBJET IN THE CITY
VIP PROGRAM

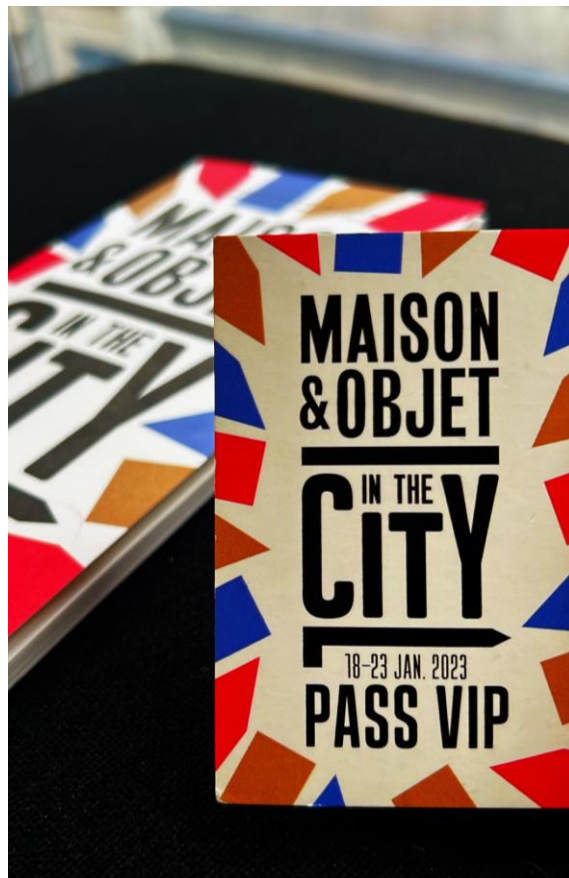


VIP PROGRAM

The specific VIP program reserved for select international visitors offers them a tailor-made experience: personalized welcome at the trade show and customized connections to central Paris.

Distribution of **VIP PASSES** for a select group of primarily foreign visitors of Maison&Objet. This pass grants access to the openings of the showrooms along the Maison&Objet In The City route.

Benefit from 30 years of expertise from Maison&Objet Paris and its VIP Club, dedicated to serving your most demanding clients.



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MAISON&OBJET IN THE CITY
CONDITIONS OF PARTICIPATION



CONDITIONS OF PARTICIPATION

"In The City" Package includes:

- Listing of your establishment within the route.
- Signage to help identify you.
- Presence on official communication tools.
- Insertion in the guide. Communication pack. Inclusion in the communication materials of the Maison&Objet trade show (Website, App, Pocket Map).
- Presence of 3 products on the digital platform MOM for two months via your dedicated site.

Total: **3,750 euros excluding tax**

- For participants in Paris Design Week 2024 or Maison&Objet, loyalty rate: **2,750 euros excluding tax.**
- Additional address: **750 euros excluding tax.**



Galerie MAY - Maylis et Charles Tassin

SIGN UP FOR **IN THE CITY** NOW!

- Take advantage of Maison&Objet In The City's communication channels to reach its community of professionals as early as possible.
- Start planning the best program and the best partnerships for this one-of-a-kind event.



L'Objet Design

IN THE CITY

15-20 JANUARY 2025

SIGN UP FOR IN THE CITY
NOW!



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