

MAISON&OBJET

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Feel Good Alert!

Maison&Objet announces the creation of WELL-BEING&BEAUTY for its September 2023 edition. A new sector defined as "the space where we feel good in our skin," which is part of a strong trend and resonates with the Maison&Objet theme of the year, ENJOY!

The promise? A wellness offer for body, mind and home.

The Maison&Objet ecosystem will bring together brands and exhibitors with the same values: to contribute to improving the well-being at home and with yourself - inside and out. The originality of the Well-Being&Beauty section lies in its multiple dimensions: body, mind, and spirit. The sanitary crisis, major ecological issues, and geopolitical uncertainty have had a lasting effect on our way of looking at life. Let's give space here for brands that do ourselves well, boost our energy, and explore new territories of pleasure.

Positive energy at Maison&Objet Paris

In Hall 5A, right next to the *Home Fragrances* exhibitors, an entire section is given over to this quest for well-being benefits. Alongside cosmetics and skincare there will be reunited fitness accessories, "soft" techniques such as light therapy, music therapy and aromatherapy, detox and relaxation ingredients, clean home care products, as well as, home fragrances.

You will find brands like **Equilibre** and their products based on cannabidiol (CBD), extracted from hemp, reputed to promote sleep, stimulate energy, boost libido, and reduce stress. Not to mention the ranges of elegant sex-toys, or **Holi Lab.**, a brand created a year ago around lithotherapy, the science of stones, and their healing vibrations.

Being good to yourself in ways that will allow you to be good with others, shining joy, reconnecting with humour, and letting go. In this spiritual approach to the product, where it is a question of positive energy and vibrations, a perfume brings more than a simple scent, it is a vehicle for our mood. It is in this philosophy that the natural scents of the French brand **Le Jardin Retrouvé** are built.

Some brands to find in September in this section:

ANOTHERWAY / ATUM FRAGRANCE / BACHCA / CAP BAMBOU / CEVEN AROMES / COMME AVANT / CROLL & DENECKE / EQUILIBRE / ESCURETTE / FELICITE / HOLI LAB. / INITIAL COSMETICS / JAO BRAND / LA SAVONNERIE D'ANAÏS / L'ART DU BAIN / LE JARDIN RETROUVE / LE MAS DU ROSEAU / LES CHOSES SIMPLES / LIFE ON VENUS / L'INFUSEUR / LOUISE EMOI / MARIE JANINE / NIPPON KODO / ODESSE / PRESTIGE DE MENTON / SAVONNERIE CIMENT / TERRE D'OC / TIERRA ZEN / VAN DANG FRAGRANCES / AROME DE MAISON / WELLMARK / YEONJI / KERZON / LA PETITE MADELEINE

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The Wellness&Beauty section will also be a place of experiences orchestrated by the trend agency Fashion Snoops to move towards holistic well-being.

Discovering brands that focus on our well-being is great; being able to experience them is even better.

True to its desire to transform the show into a space of discovery and immersion, **Maison&Objet has invited the international trend agency Fashion Snoops to articulate this new Well-Being&Beauty sector and to design a curation space and experiences so that visitors can go even beyond the discovery of brands.**

"During the pandemic, we noticed aspects that we didn't pay attention to: the quality of the air, the possibility of exercising at home and even the capacity our home has to improve our mental health", analyses **Melissa Hago, Director of the Well-being and Beauty department at Fashion Snoops**, the trend agency that Maison&Objet partnered to articulate this new space.

"The request for well-being no longer includes just a simple beauty routine or healthy eating, it includes our relationship with everyday objects, the entire household market is affected." The key points are of course organic products, circular economy, local production and craftsmanship.

"The major players in the market are reorganising their sales areas with departments ranging from home fragrances to therapies and sports" says **Jaye Anna Mize, Director of Interior Design at Fashion Snoops**.

"The layout sets the tone, we are moving towards more comfort, a more welcoming environment, a softer ambiance, and a slower pace."

As you can see, next September there are many surprises planned for the new well-being territories!

About Maison&Objet

Since 1995, Maison&Objet (SAFI Organization, a subsidiary of Ateliers d'Art de France and RX France) has been animating and federating the international community of decoration, design, and art of living. Its trademark? The ability to provoke fertile international encounters, to accelerate the visibility of the brands that join its shows or its digital platform, but also a singular instinct to promote the trends that will make the heart of the decoration planet beat. Maison&Objet's mission is to reveal talents, offer opportunities for online and offline exchanges and inspiration, and facilitate the development of companies.

With two annual trade shows for professionals and Paris Design Week, which takes place in September, Maison&Objet is an essential industry barometer. Online and year-round since 2016, MOM (Maison&Objet and More) allows buyers and brands to continue their exchanges, launch new collections, or make contacts beyond physical meetings. Weekly new products showcases continuously stimulate the sector's activity. In 2023, Maison&Objet will deploy new digital services with the launch of three transactional tools. To take things further, Maison&Objet Academy now offers professionals an exclusive monthly web channel dedicated to training and market analysis. On social networks, discoveries continue on a daily basis for a community of nearly one million active participants on Facebook, Instagram, Twitter, LinkedIn, Xing, WeChat and now TikTok. As the spearhead of Paris Capitale de la Création, Maison&Objet is a catalyst for positioning Paris as one of the world's leading design centres.

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