

MAISON&OBJET

Press Release – October 16, 2020, Paris

Maison&Objet announces a revitalising start to 2021

A season fully packed with online and physical events to stimulate trading activity in the home decor, design, crafts, and the lifestyle industries – with a return of the trade fair to Paris Nord Villepinte from March 26th to 30th, 2021.

While the international COVID-19 pandemic has disrupted the scheduling of tradeshow around the world, Maison&Objet supports its community of exhibitors and visitors with tailored solutions using the functionalities of its digital platform, MOM (Maison&Objet and More), and its powerful marketing tools.

Maison&Objet announces new initiatives combining online and physical events throughout the first quarter of 2021. This season will conclude with a physical trade fair in Paris from March 26th to 30th, 2021.

In a few words:

Maison&Objet will provide a comprehensive showcase ecosystem from January to March 2021 with offers responding to the current context:

- **A series of digital fairs addressing themes by market sectors**, leveraging functionalities, and increased usage of the MOM platform in order to pursue and to optimise online product selections and referencing processes,
- **A physical exhibition from March 26th to 30th, 2021, with an enhanced format through the creation of multimedia content, enabling an extended digital presence** for exhibitors, emphasizing the impact of their participation, and offering an extension of the post-exhibition experience,
- **An off-site tour in Paris, in parallel with the fair**, for brands who wish to present their collections in a showroom or in a pop-up.

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Following the initial Digital Fair in September 2020 – which brought together 4,292 brands and nearly 215,000 unique international visitors – several online studies and polls were carried out with more than 500 professionals (brands, buyers, specifiers), allowing Maison&Objet's teams to define current market expectations and draw up a proposal best suited to the new context.

The result shows that **the home decor sector is much less impacted than other activities, perhaps even boosted by new ways consumers purchase items for their homes**: work is sustainably exported outside the company premises and consumers are just as eager to create new functional layouts as they are to redefine the comfort of their private spaces.

These professionals express their need to meet physically, to diversify their inspirations, touch the materials, understand the colors, discover the new collections of their suppliers, and have the opportunity to meet with new ones.

Press Contact

S2H Communication – T : +33 (0)1 70 22 58 55

maisonobjet@s2hcommunication.com

Sarah Hamon - sarah@s2hcommunication.com

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Reflecting on the various possible options and taking into account the uncertainties related to the current context, the community largely favored the end of March as a time for the long-awaited reunion and the physical presentation of new products. This fair will be framed as the sum of a physical event and an online activation. Several support options will be developed so that exhibitors can extend the presentation of their booths after March 30th through customised digital tools (videos, interviews, etc...), previewing a new trade fair model.

Maison&Objet will also offer a series of digital fairs addressing themes by market sectors

starting in January, enabling brands to connect efficiently with new customers while preparing for the physical edition slated for March 2021. Inspirational formats and a series of talks will also be a part of this program. These digital formats will benefit from Maison&Objet's digital ecosystem, which brings together more than 200,000 professional accounts subscribed to the MOM platform and 830,000 followers on Instagram.

Finally, at the end of March, on top of the trade fair, Maison&Objet will develop an off-site Paris tour, to extend the discovery of new products and trends for visitors, professionals and individuals alike, who will enjoy the charm and design assets of the City of Lights.

With several options of formats to highlight its home decor, design, crafts, and lifestyle offer, Maison&Objet defines tailor-made solutions aligned with the expectations and new needs of its market.

About Maison&Objet

For 25 years, Maison&Objet organised by the SAFI (a subsidiary of Ateliers d'Art de France and Reed Expositions France) has led and brought together the international design, home decor and lifestyle community. The trademark of Maison&Objet? Its unique ability to generate connections, accelerate business both during tradeshows and on its digital platform, but also its unique talent to highlight trends that will make the heart of the home decor planet beat. Revealing talents, offering opportunities and inspiration online and offline, stimulating the development of companies, here is the mission of Maison&Objet. Through two yearly tradeshows reserved to professionals, Maison&Objet Paris - and Paris Design Week, a public event in September that gathers all the creative energies of designers and brands altogether in the City of Lights, Maison&Objet is the essential platform for companies and designers who want to thrive in the home decor industry. Maison&Objet and more, or MOM, enables buyers and brands to continue their conversations all year round, launch collections and create connections beyond physical meetings. More than 30,000 products are available, with new products launched weekly and news on the latest design trends to stimulate the market's activities. On maison-objet.com replay the talks captured at the show, get inspired with Behind the Scenes exclusives, and stay up to date with the latest trends of the industry. On social networks, conversations are enriched daily by an active community of 1M followers on Facebook, Instagram, Twitter, LinkedIn, Xing, and WeChat.

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Sarah Hamon - sarah@s2hcommunication.com