

# MAISON&OBJET

Press release, Paris, December 3, 2020.

## What's new in 2021?

**Maison&Objet announces "Digital Days" on its MOM online platform:  
8 weeks of exclusive launches – discover new products from January 27 to March 17, 2021.  
Every week from Wednesday to Friday:  
3 days of trend analysis and inspiring online discoveries**



### When?

At a time in which the design, decoration and lifestyle community would usually be meeting in Paris in January for the physical fairs, Maison&Objet will host 8 weekly themes on its online platform, MOM (Maison&Objet and More), to allow brands to launch their new collections and make the search for products easier.

Each week will highlight a new theme that sheds light on a major aspect of the home and decoration market and will allow for interaction between designers and brands without wasting time. This innovative and targeted approach has been designed by Maison&Objet to stimulate transactions and guide brands, users and the media to optimize their online visits.

Sourcing new products has never been so easy: a weekly calendar with focuses on key trends will help the community find what they're looking for on a single platform – MOM – every week, from Wednesday to Friday. All you have to do is log in at the right time!

### Connections made easier, new Live Chat feature

Over the past few months, there has been a lot of discussion in the event industry in search for practical and more user-friendly solutions that would allow professionals to get as much benefit from virtual experiences as they do when walking an actual tradeshow.

Thanks to its MOM online platform, whose efficiency and functionalities have been developed and proven over several years, Maison&Objet made a successful digital transition in September with its "showroom" format, designed to dive into the brand's universes as one would do at a trade show booth.

**In January 2021, MOM will offer a new feature to facilitate dialogue and contact between brands and buyers: Live Chat.** Designed like an instant messaging system, this feature allows the user to chat live with brands during the three days of the Digital Days. Requests for additional information, product sheets, and quotes could be done directly during the 8 weeks. MOM will still allow request for contacts and lead generation, but the experience will be even more interactive with this new feature.

### Press contact

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## Save the date - The Digital Days Calendar, choose one, two... or choose them all!

Each week will be organised by theme to discover new related product launches on MOM. In addition to the virtual brand showrooms, every week from Wednesday to Friday, Maison&Objet will also host product scouting by trend experts, market analysis, and talks on the MOM platform in order to highlight inspirational issues related to the weekly theme.

**1. DIGITAL DAYS Unexpected gift – (January 27-29, 2021)**

Surprising, creative, innovative, clever, fashionable objects and accessories... A generous offer of novelties, aligned with the hottest trends, to treat yourself and your home sweet home the smart gift idea that will make you and your loved ones happy.

**2. DIGITAL DAYS Trendy Deco – (February 3-5, 2021)**

The easy and trendy decor item that changes everything when you can't totally remodel your home. Creative accessories and small furniture, soft textiles, decorative lights, bewitching scents... the latest trends that give style to today's interiors.

**3. DIGITAL DAYS Well at Work – (February 10-12, 2021)**

Well-being and work balance: a hot topic, especially in the past few months. Find the perfect mix between experience and performance, community and privacy, at home, in the office or elsewhere. Inspiring and creative solutions and innovations for the next-generation workspace design.

**4. DIGITAL DAYS Craft, Métiers d'art – (February 17-19, 2021):**

Fine craft workers, material artists and artwork manufactures come together in a world entirely devoted to creativity. Immerse yourself in a selection like no other, where rare items and one-of-a-kind objects, both traditional and contemporary, bring emotion to life!

**5. DIGITAL DAYS Outdoor Living – (February 24-26, 2021)**

Furniture and accessories for the ultimate outdoor lifestyle. Geared towards residential and hospitality, when the finesse and sophistication of the indoors opens up to balconies, terraces, gardens... to make them authentic places to recharge, unwind and share a new conviviality. An uplifting escape just in time to welcome the spring and summer.

**6. DIGITAL DAYS Sustainable – (March 3-5, 2021)**

When design is committed to creating objects and furniture with a smaller footprint, that will make our lives better. Engaged in a greener, more ethical and fair approach, the brands innovate to develop collections that will make you feel better and that will respect the environment and natural resources.

**7. DIGITAL DAYS Premium Design – (March 10-12, 2021)**

The high-end brands of home décor unveil their new collections. Iconic designs, sophisticated and precious materials, unique and custom-made pieces, a mix of luxury and elegance.

**8. DIGITAL DAYS So French – (March 17-19, 2021)**

It's undeniable that Maison&Objet promotes a "so French" lifestyle, and so do some of its exhibitors. An iconic reference in the arts, fashion and design, France has brought to the forefront the excellence of its know-how and traditions, together with a new wave of designers who know how to mix styles with chic and boldness.

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## **On Wednesdays: The products behind the new trends.**

Analysis of a trend and its influence on consumer behaviors by a French or international trend specialist. An exclusive themed selection of new products, to spot what will be tomorrow's must-haves and a look at new lifestyle brands.

## **On Thursdays: One trend, One place: e-visits from around the world.**

A behind-the-scene deep dive into discovering new and inspiring places throughout the world: concept stores, distributors, original boutiques. Don't miss a selection of locations that have been able to seize emerging trends and showcase products in an innovative way.

## **On Fridays: Inspiring Digital talks**

Conversations on topics related to social evolutions and new consumer expectations. Getting to the bottom of a trend, identifying new talents: these are the Maison&Objet conferences as you know them, a panel of experts to better understand the 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. New products and news on the latest design trends launched weekly, stimulate the market's activities. On [maison-objet.com](http://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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