

Press release, Paris, March 25, 2021.

With the Digital Days, MAISON&OBJET continues to accelerate the development of its digital platform, MOM.

The beginning of the year has been particularly busy, with 8 weekly events on MOM (Maison &Objet and More). The special initiative, known as "Digital Days", once again confirms that it is possible to connect thousands of design, home décor and lifestyle professionals online every week.



The format, which saw its first version in September 2020, has once again sparked the enthusiasm of an entire sector internationally. In the absence of being able to walk the aisles of the show in January, Maison&Objet offered its community a new online experience based on 8 weekly themes, structured around the industry's seasonal trends. With strong topics such as *Well at Work*, *Sustainable*, *Trendy Deco*, *Craft*, *métiers d'art* and *So French*, the program's sequencing, which allowed buyers to seamlessly target their sourcing, was definitively successful.

In total, **384,174 connections to MOM** were recorded between January 27 and March 19, 2021, by visitors looking for inspiration and new collections presented by the **3155 brands** on the platform. With an average connection time of **8 minutes 44 seconds**, the organisation once again demonstrates the quality of its audience, which MOM has built up throughout the year. Brands from **73** countries presented more than **45,000** new products.

24 talks*, broadcasted **3 times a week** with subtitles, have already reached more than 11,000 views, proving Maison&Objet's recognised expertise in decoding trends. In these times of revolutionised buying behaviors, Maison&Objet's ability to deliver practical and inspiring advice remains undisputed.

The success of this targeted format also points to the development of personalized services for some international trade groups. This will be the case for the *Ameublement Français* (French professional organization), with whom Maison&Objet will organize three new days of Digital Days on MOM from April 14 to 16, 2021, to promote its members towards international buyers.

We can see in these initiatives the implementation of a new business model based on the potential of data, optimised by Maison&Objet's team, since the launch of the digital platform 5 years ago. **Maison&Objet is thus polishing its expertise in connecting people and in generating qualified leads.** This multi-channel mission was illustrated with the launch of MOM in 2016, offering access to brands and their new products all year round. **By investing to further its ability to bring together online and offline, Maison&Objet continues to grow its community, using the opportunities offered by new digital tools.**

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What do MOM users think?

Brands

"Maison&Objet has always been a must-attend event for us. At a time when physical meetings - fundamental factors for development - are limited or forbidden, MOM has proven to be a very effective promotional channel to highlight our brand. This new digital approach allows us to reach a wider audience and build new relationships. It's a great opportunity for our brand visibility. " **(Giorgio Gagnara, founder, Giobagnara, Italy)**

"Our participation in the Digital Days was a great opportunity to generate business leads and meet customers (virtually) that we would not have been able to meet otherwise. Throughout the year, our virtual showroom on the platform also allows us to test our products, see what catches the eye and stay on top of trends." **(Camille Sogno, international development, Marumitsu Pottery - Japan)**

"The Digital Days was a great opportunity to be part of a thematic focus and benefit from an additional spotlight, generating further contacts via MOM, especially for export. " **(Elise Recour, CEO, Constelle, France)**

Visitors

"Digital Days was a great way to stay in touch with a complex, diverse and ever-changing world. Each week, I was able to discover new ideas, trends and even unexpected products! The talks led by very competent experts have opened my mind, making me think about this unique market of the home and its objects: I realize that I don't follow the new buying habits enough... A great help for selecting new products!" **(Fabio Moroni, owner and manager of Moroni Gomma, Italy)**

*The talks of the **34 experts** presented in recent weeks will be available online on the MOM platform until April 16, in addition to new brands that can be discovered each week throughout the year.

To see or replay the presentations:

[https://mom.maison-objet.com/en/inspirations/talks?menu\[code_thematique\]=sustainable_edition](https://mom.maison-objet.com/en/inspirations/talks?menu[code_thematique]=sustainable_edition)

Infographic: <https://www.maison-objet.com/en/paris/digital-days-by-maison-objet>

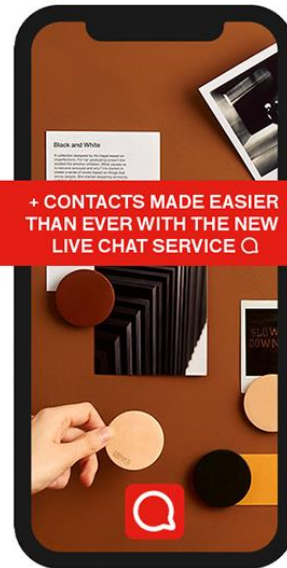
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DIGITAL DAYS



3,155

brands from 73 countries

46,198

new products

4,152

showrooms

533,463

visits over 8 weeks

+102%

increase in business opportunities

24

specialised talks

OVERVIEW AND GEOGRAPHIC DATA ON VISITORS

2,9M

PAGE VIEWS

5,5

PAGE VIEWS PER VISIT

8 min 44 sec

AVERAGE VISIT TIME

34%
European
(other than
France)

27%
From major
export markets

39%
French



TOP 5 COUNTRIES



FRANCE



UNITED STATES



ITALY



UNITED KINGDOM



BELGIUM

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About Maison&Objet

For 25 years, Maison&Objet has been leading and unifying the international community of design, decoration and art of living. Its trademark? The ability to provoke productive international gatherings, to accelerate the visibility of the brands that join its shows or its digital platform, but also a remarkable instinct for highlighting the trends that will make the heart of the decorating planet beat faster. 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 a key market barometer. Online and year-round, MOM (Maison&Objet and More) allows buyers and brands to continue their exchanges, launch new collections and make contacts beyond physical meetings. The weekly news and illustrations of current trends continuously stimulate the sector's activity. On maison-objet.com, relive the show's conferences, get inspired by the beautiful stories that give shape to the success of iconic objects or decipher the latest market impulses. Finally, on a daily basis, through social networks, conversations are enriched with a community of nearly one million active participants on Facebook, Instagram, Twitter, LinkedIn, Xing, and WeChat.

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