

Maison&Objet September 2021: How has the interior design market fared since January 2020?

Following fifteen intense months of nothing but online activities, the real-world version of the trade fair is about to make its much-awaited return. But what are the design, decoration and lifestyle community expecting from the event?

To plan for the September edition in the best way possible, Maison&Objet decided to conduct a survey amongst 1,152 industry professionals based both in France and overseas, including brands, buyers and retailers. The aim? Gauge its network's mindset in the run-up to the event, but above all find out more about how the market has fared, the impact the pandemic has had, and what industry professionals are hoping to achieve when they finally get together once more. How has the way in which they approach their businesses changed, be they interior designers, design houses (brands) or retailers?

A brand-new barometer set to be published every three months, offering a precious way of keeping a finger firmly on the pulse of Maison&Objet's core markets.

It is with great excitement and enthusiasm that the preparations for the Maison&Objet trade fair have been underway for the past few weeks, with this edition set to be particularly special as it marks our first real-world gathering in what feels like forever.

But what have the past fifteen months held for all those working in the decoration, design and lifestyle sectors?

In terms of revenue, 65% of those surveyed confirmed their outlook for the next 4 months was positive or extremely positive, whilst 20% are considering expanding their teams and creating new jobs before the year is out. Creating home office spaces that are modular, user-friendly and flexible enough to suit home life would appear to be becoming an increasingly widespread trend, despite the fact that workers will be gradually heading back into the office come September. In the same vein, the Actinéo global survey run in partnership with Maison&Objet, l'Ameublement Français and Colliers, has shown that although the vast majority of both freelance and employed workers are keen to get back into the workplace for a variety of reasons related to social contact or productivity, they are nonetheless eager to retain a certain amount of flexibility, allowing them to work from home at least once a week.

Press contact

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

maisonobjet@s2hcommunication.com

Sarah Hamon – sarah@s2hcommunication.com

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The interiors sector would consequently appear to be faring rather well, and although the pandemic has unquestionably had an impact, the vast majority of those surveyed say it has served as a catalyst for development or that they have found ways of coping to ensure their business survives. One of the major shifts noted by independent and big-name retailers alike has been the need to develop expertise that was previously lacking at times, such as setting up an efficient online store aligned with the in-store range and stocks. Whilst some businesses managed to provide a remote telephone sales service when their brick-and-mortar outlets were forced to shut, it has now become clear that having a social media presence – and notably an Instagram account – and setting up an online store is one of the most crucial growth levers retailers can adopt. (Social media generates 46% of sales).

47% of retailers said that managing online sales activities is the thing they find the most challenging, with the task still perceived as being difficult whilst generating just 18% of overall sales.

Lastly, as is the case across all consumer sectors, specifiers and brands have noted keen interest amongst clients for more ethical, locally made products – in other words those with a lower carbon footprint –, in turn freeing firms from the shackles of supply chain and delivery lead times, which can be particularly long for global supplies. Both customers and interior designers are increasingly basing their buying decisions on the aforementioned criteria, meaning that brands must rise to the challenge of offering suitably ethical products whilst nonetheless remaining reasonably priced.

It is with all this in mind that preparations for the September edition of Maison&Objet are currently underway. To date, over 1,300 brands have confirmed they will be attending the trade fair.

At the start of the year, the trade fair community had already made it clear that they were keen to head back to the real-world event in order to discover or launch new collections and have the opportunity to actually touch, smell and get a feel for the products on show. Today, that desire is more tangible than ever, with the exhibitors surveyed stating that their physical presence at the trade fair not only serves as a celebration of all the hard work that goes into launching new collections, but is also crucial for making new connections, networking, seeing what the competition is up to and gleaning a clearer understanding of the market as a whole. Visitors, including buyers, interior designers and specifiers, have all reached the same conclusion, and are eager to engage with suppliers beyond their screens.

By exploring the “Desirable Development” theme, which will help shine a light on consumer appetite for all things ethical and brands’ new-found solutions, the September edition of Maison&Objet is set to highlight a fundamental shift rather than a fleeting trend - a shift that looks likely to last well beyond this season in homes across the globe.

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maisonobjet@s2hcommunication.com

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Ever keen to provide industry professionals with increasingly focused support on a variety of issues, including managing online sales, embracing changing trends, sourcing and manufacturing, this September Maison&Objet will launch a brand-new service that allows its whole network to benefit from a dynamic range of training and education opportunities: The Maison&Objet Academy. This subscription channel will provide insight from a wide array of international experts, with monthly subscriptions starting at just €14.99 excl. VAT.

For more information about the survey : [The Barometer of the decor-design and lifestyle - Maison and Objet May 2021.pdf](#)



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About Maison&Objet

For 25 years, Maison&Objet organized by the SAFI (a subsidiary of Ateliers d'Art de France and RX 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 tradeshow 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 tradeshow 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 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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