

MAISON&OBJET

Maison&Objet Paris closes the doors of an autumn edition that highlights the triggering of a new organisational structure for its two annual shows:

this in progress transition further bolsters the DNA of the leading BtoB show dedicated to the decoration, lifestyle and design market in France.



In spite of a challenging economic and political context, both in France and internationally, Maison&Objet offered premium curation, a multi-category French and international offering, new products and inspiration – the differentiating and powerful fundamentals of the show, which is celebrating its 30th anniversary this year.

This streamlined edition attracted nearly **54,000 professionals** to Paris, who were also able to immerse themselves in the festive atmosphere of **Paris Design Week**, an event dedicated to creativity that brings the capital to life to the rhythm of design.



KEY FIGURES :

the continuity of projects on the specifier side, a retail sector that is struggling but optimistic about the end of the year, and the international appeal of the trade show.



MOM VILLAGE
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On the exhibitor side,

the show presented nearly **2,300 brands** in its halls, a 14% decrease compared to September 2023. This decline can be largely attributed to the 'negative publicity' surrounding the impact of the Olympic Games, which led to some brands not taking part in this session.

The event maintained its strong international focus, with nearly **58%** of exhibitors coming from **abroad** and **27% new brands**. We delivered on our promise to offer concept stores, department stores and independent boutiques the chance to surprise their customers with a new and varied range of products for the festive season.

On the visitor side,

the 10% decline reflects the current difficulties in the market. However, there were noticeable differences in the buyer profiles at the show. While the behaviour of retailers, with visits down 12%, reflects the turbulent context in which they are operating, particularly in Europe, specifiers and professionals in the HoReCa sector are showing renewed interest, with **16,500 unique visits** to this year's show.

Visitor mapping also reveals **positive indicators for brands**, with significant growth in the number of visitors from India (+16%), with the US, the Middle East and Korea remaining at the same level as in September 2023. This demonstrates the interest in the show from project developers, as well as luxury and premium shops actively seeking new releases and inspiration. In Europe, **Belgium, Italy** and **Germany** are the leading visitors to the show.

Lastly, many exhibitors noted the **quality and fresh perspectives of the attendees** present at the show, with some visitors confirming **substantial** purchasing budgets.

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September edition in figures

Visitors

- 53 923 unique visitors
- 75 091 visits
- 152 countries
- 33 718 French visitors
- 20 205 international visitors

Top visiting countries (beside France)

- Belgium: 2 896
- Italy: 1 956
- Germany: 1 479
- United-Kingdom: 1 335
- Netherlands: 1 398
- Spain: 1 165
- USA: 1 068
- Switzerland: 891
- India: 523

Top brands per country (beside France)

- Italy: 131
- Belgium: 123
- Netherlands: 119
- Germany: 113
- Spain: 90
- United-Kingdom: 83
- Denmark : 68
- Korea: 39

The brands

- 2 302 brands
- 615 new brands
- 63 countries
- 968 French brands
- 1334 international brands

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September edition in figures

Maison&Objet social media

- Instagram: 1M
- Facebook: 716K
- Pinterest: 64k
- LinkedIn: 67k
- TikTok: 29k
- X / Twitter: 29k

MOM (Maison&Objet And More)

- 3 million visits per year
- 342 000 professional buyers
- 60% retailers
- 40% prescriptors
- 6 000 brands



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Highlights of the show: creative daring, emerging talent and new ideas

The show offered a creative and reassuring breath of fresh air, opening its doors to the new guard, fresh ideas, fierce ambitions and the desire to rediscover real freedom and a meaningful lifestyle.

Designed around the inspirational theme defined by the Peclers Paris agency, **TERRA COSMOS**, the show's content and events delivered on the promise of a journey from the earth to the moon.

Embodied in the Trend Spaces **What's New? In Decor** – staged by **Elisabeth Leriche**, and **What's New? In Retail**, orchestrated by **François Delclaux**, visitors were taken through immersive experiences featuring new products created by the show's exhibitors, the brands present at MOM and **Paris Design Week** participants.



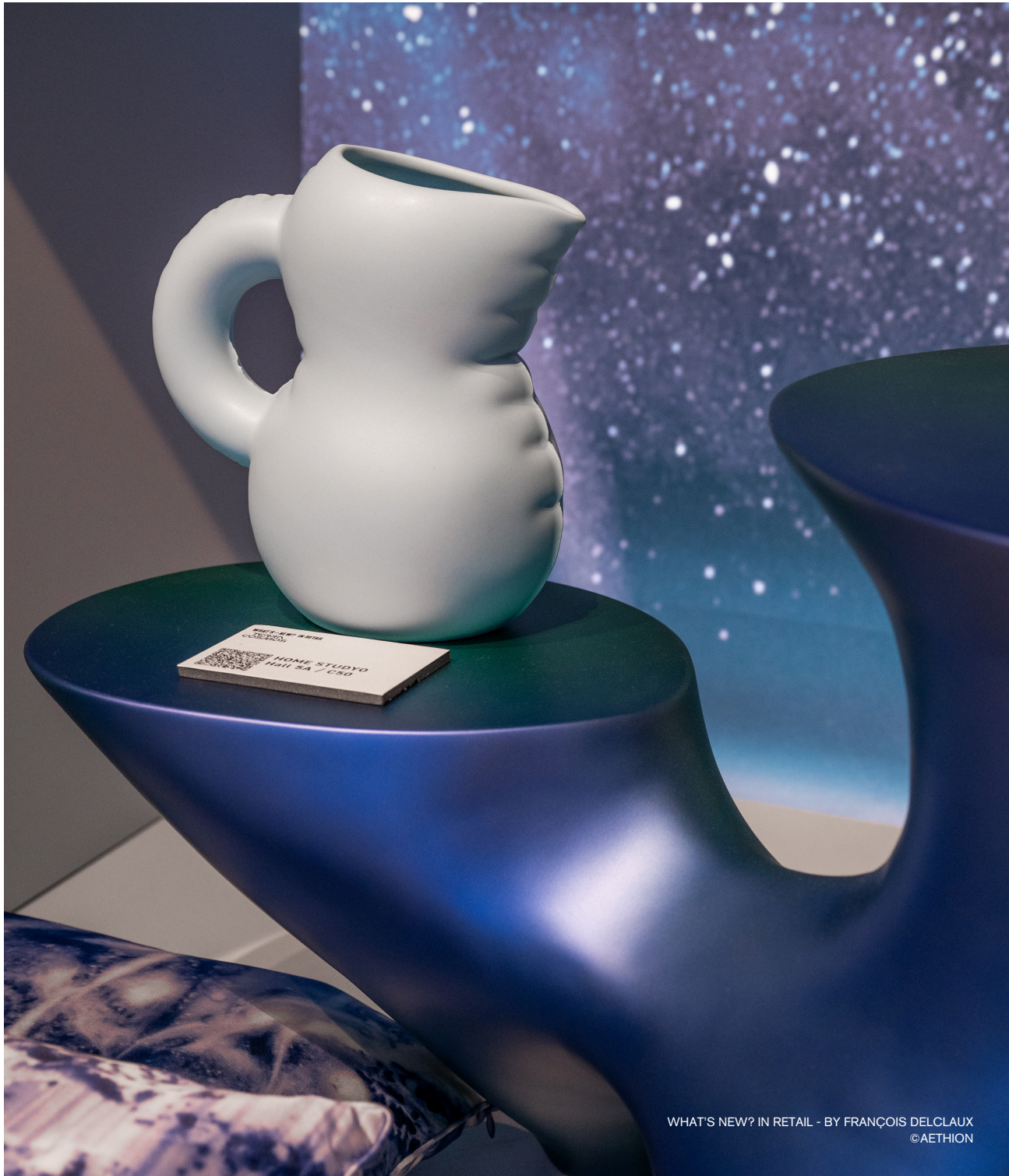
Elizabeth Leriche

told the story of an odyssey immersed in the stars, highlighting both **futuristic lines and exceptional craftsmanship**. Combining magic and technology, it revealed the aesthetic influences that will generate desirable futures: materials, textures, volumes, patterns and colour gradations in an immersive journey of **5 spatiotemporal capsules**.



François Delclaux's What's New? In Retail

is a strategic tool tailored to the inspiring economic reality of each outlet, with a selection that combines this year's outstanding **new products** with the **benchmark products** that have made stores so successful. Retailers were also able to benefit from "ready-to-use" advice and best practices from leading industry experts at **24 coaching workshops** covering the key issues for generating growth in-store.



WHAT'S NEW? IN RETAIL - BY FRANÇOIS DELCLAUX
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Lionel Jadot

After the exclusive installation created in January 2024 by Mathieu Lehanneur, Belgium's **Lionel Jadot**, voted **Designer of the Year**, offered a disruptive vision of tomorrow's hotel in his **What's New? In Hospitality**. Surrounded by around 20 workshops and designers that he has brought together in his creative laboratory in **Zaventem**, the designer revisited what a hotel room and lobby can become, in a **zero-waste project**, a standout commitment that harmoniously balances a highly inspiring vision and upcycling.



WHAT'S NEW? IN HOSPITALITY - BY LIONEL JADOT
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As part of the evolution of the Maison&Objet show, September is also the edition that puts the spotlight on the young generation of design, emerging international talent and inspiring surprises.

The **Rising Talent Awards: Nordic Countries** showcased talent from Norway, Finland, Sweden, Denmark and Iceland.

Future On Stage, the springboard dedicated to **young innovative brands**, showcased its **three new winners** in a scenographic installation in Hall 6, showcasing their flagship products and enabling them to meet buyers from all over the world.

The stimulating energy of the young designers selected for **Paris Design Week** and its **"Factory"** programme was echoed at the show, at the heart of Hall 7. These initiatives are a clear reminder of Maison&Objet's DNA as a **discoverer of talent and committed innovations**.



The meeting place for the most influential figures in the sector

From hotels to retail, the Maison&Objet Talks offered innovative and cutting-edge solutions for interior design, from exceptional designers to an analysis of the latest trends.

Maison&Objet held **24 conferences**, led by experts and major names from the creative scene, the art of living and international design.

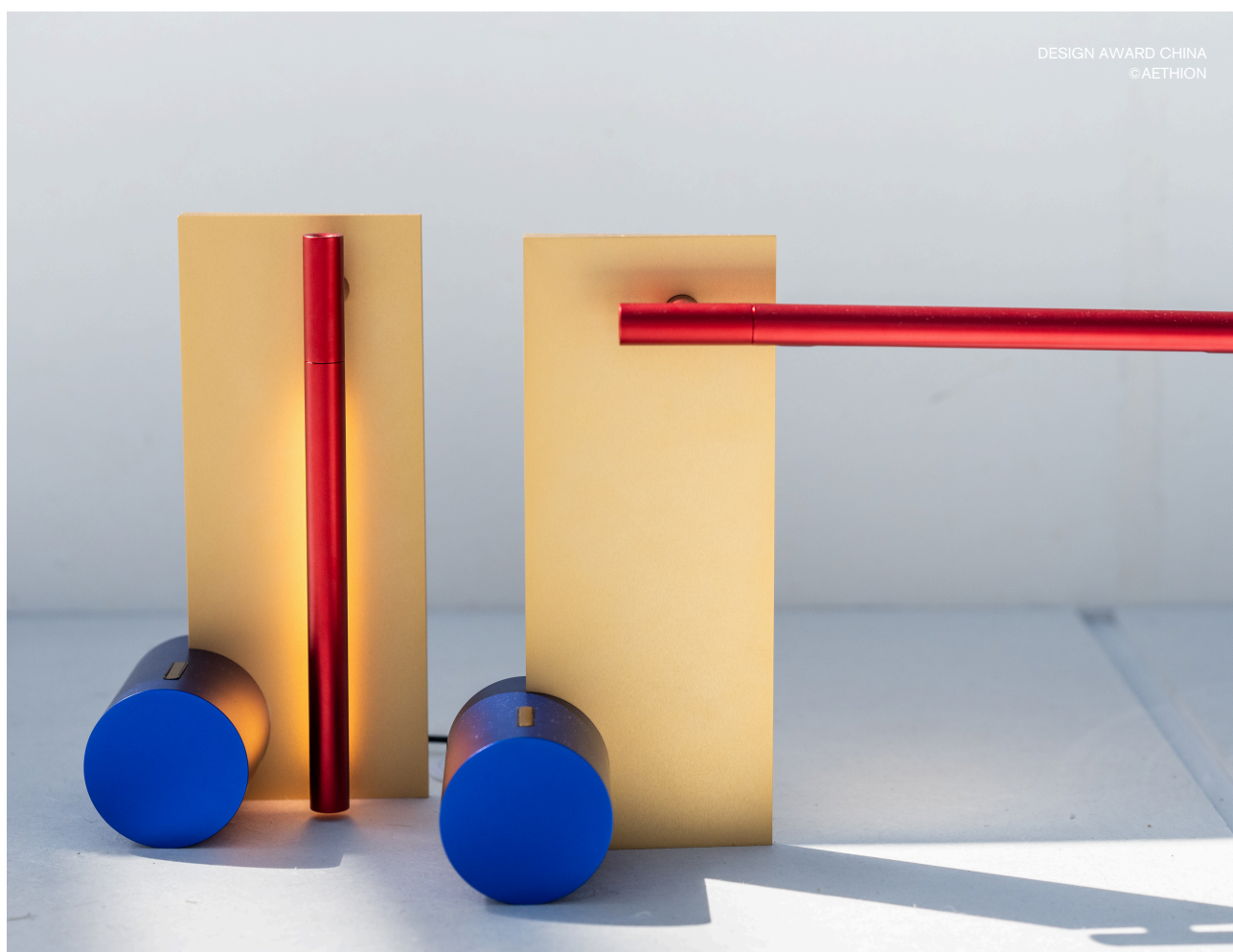
Over the course of five days, this line-up of prestigious guests was transformed into a meeting place for engaging encounters and discoveries, allowing designers, retailers and interior architects to continue refining and updating their practice.

Guests at the show included **Cordelia de Castellane** – Artistic Director of Dior Maison, Tableware and Home & Gift collections, **Harry Nuriev** – Artist, Designer & Founder - Crosby Studios, **Marie-Ange Brayer** – Curator, Head of Design and Industrial Forecasting - Musée national d'art moderne, Centre Pompidou, **Paul Cocksedge** – Designer & Co-founder - Paul Cocksedge Studio, **Sarah Poniatowski** – Founder - Maison Sarah Lavoine and **Tom Dixon** – Founder & Creative Director.



September 2024: a transition that foreshadows the development strategy for the two editions of the show, with visible markers from January 2025.

Over the past year, the Maison&Objet teams have been actively listening to customers – brands and visitors – to better understand their needs, enabling them to identify specific expectations for each of the January and September editions. This is what guided **Mélanie Leroy** and the SAFI teams to begin by reinforcing the fundamentals of Maison&Objet that make it so powerful and unique: enriching a **premium, multi-category offering**, developing its **international community of qualified buyers**, and being more than ever the **benchmark event for new lifestyle and decoration trends**. These two editions with a common base will be distinguished from each other by **specific market insights** to complement each other and provide effective support for customers' business growth.



January is shaping up to be the session that will embody the changes initiated in September.

Three main focuses will structure the next session around the 15 sectors of the show:

A special focus on the HoReCa sector with a **What's New? In Hospitality** interpreted by a young French talent, who will add to the trendy vision of the show with their two **What's New? In Decor** and **What's New? In Retail**, now key components. Around this space, a premium offering will be presented to hoteliers looking for distinctive lifestyle pieces that will define the identity of their establishment.

The second focus will be on **"collectible" design: limited-edition pieces** that showcase specific know-how, **elevate craftsmanship** and push the boundaries of materials. Discover a gallery of **20 designers and creators** selected by a design expert to meet the needs of interior designers in search of the exceptional and clearly positioned in the premium segment of the market.

Last is the roll-out of the **"fashion and home fashion" offering** in the Fashion Accessories sector, which will showcase **urban and upmarket brands** offering products that are the perfect complement to home furnishings.



The September 2025 edition will also change: Cook&Share, with its expanded range of tableware products and events, will be held exclusively during this session. The Home department will be offering a new take on design, featuring leading brands and young international designers. The Rising Talent Awards and Future on Stage programmes will be reserved for them.

"Together with all our teams, we are more focused than ever on providing practical solutions to our customers' needs in a fast-changing market. The evolution of our model has been under consideration for several months, and to make it tangible we need to move forward in stages. After a transitional edition in September 2024, I'm looking forward to sharing the foundations of this new strategy in January. The next edition will also mark the strengthening of the Women&Design by Maison&Objet network that we have just launched, a project that is particularly close to my heart. By opening it up to the rest of the world, we aim to become a key vehicle for identifying innovative projects led by women, and for raising the profile of, connecting and encouraging dialogue between women professionals in our sector."

**Mélanie Leroy, Managing Director of
Maison&Objet and SAFI**



Between these two sessions, and to best prepare for the end of the year, the **3 million buyers connected** to the MOM – Maison&Objet & More – platform, which has seen **3% growth**, will be able to find the show's 400 exhibitors among an expanding offering of **more than 3,000 brands online** to place their orders and restocking requests.

Maison&Objet is a yearly two-session fair that complete each other while asserting their singularity. More to discover from January 16 to 20, and from September 4 to 8 next year!

About Maison&Objet

Maison&Objet (SAFI, a joint subsidiary of Ateliers d'Art de France and RX France) has been leading and bringing together the international decoration, design, and lifestyle community since 1994.

Its trademark is its ability to elicit productive international meetings, to drive the visibility of the brands that join its exhibitions and its digital platform, but also its singular instinct for highlighting the trends that will set the heart of the interior design planet racing. Maison&Objet's mission is to reveal talent, to offer opportunities for discussion and inspiration both online and offline, and to facilitate the development of businesses.

With two annual exhibitions and Paris Design Week in September, Maison&Objet serves as an indispensable barometer for the entire sector. Online since 2016, MOM (Maison&Objet and More) allows buyers and brands to continue their exchanges, launch new collections, and make contacts beyond physical meetings. Weekly launches of new products provide an ongoing boost to the industry. In 2023, Maison&Objet rolled out new digital services, and MOM also became a marketplace.

On social networks, discoveries are made on a daily basis by a community of almost 2 million active professionals on Facebook, Instagram (+1M followers), Twitter/X, LinkedIn, Xing, WeChat, and now TikTok.

Spearheading the Paris Capitale de la Création label, Maison&Objet is a catalyst for positioning Paris as a major magnet for international creative talents.



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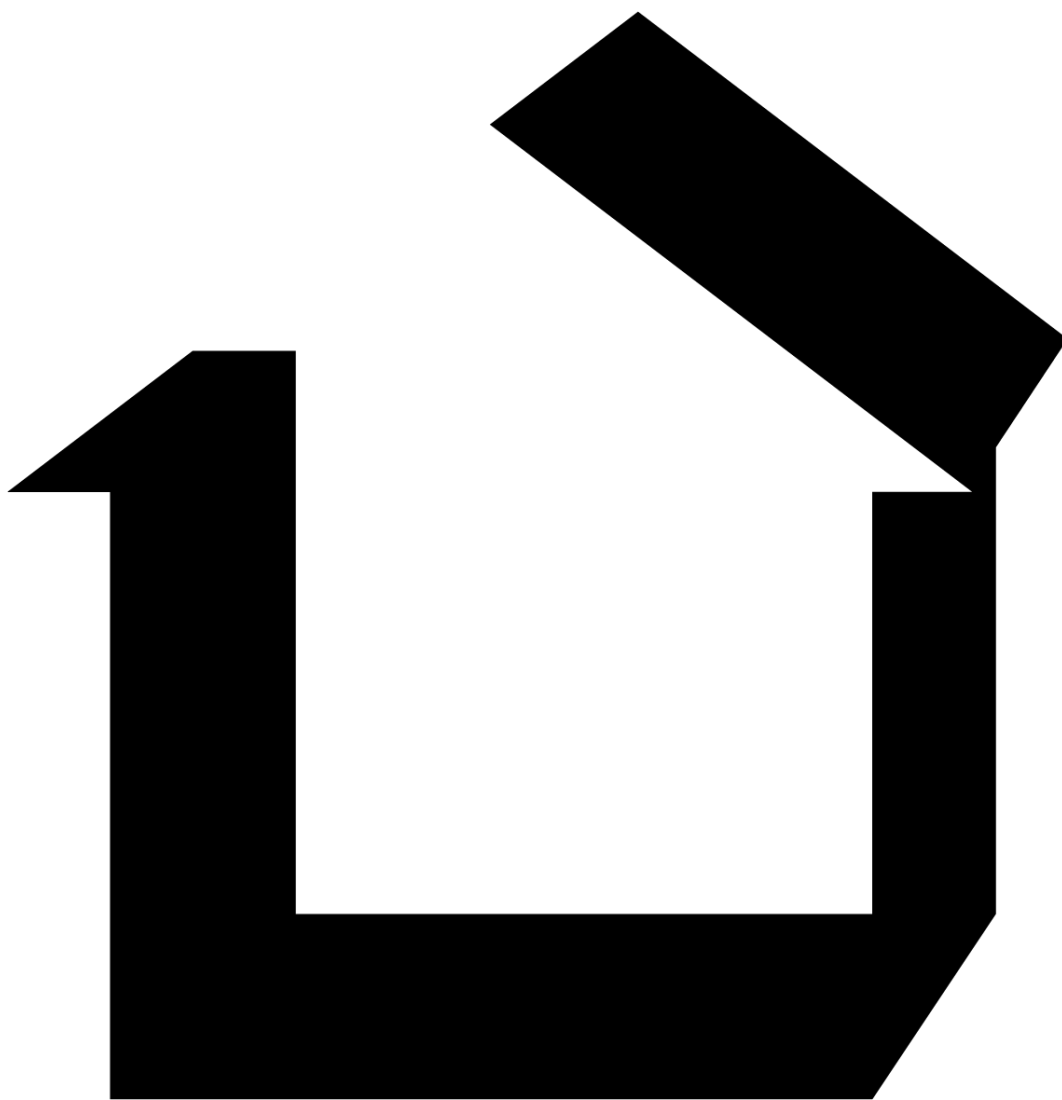
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