

This anniversary edition of Maison&Objet Paris has achieved positive results, as reflected in its warm and friendly atmosphere, as well as the growing number of participants. The creative and international dimensions of the fair make it a major event for retail, interior design, and hospitality professionals looking for innovation, inspiration, and solutions.

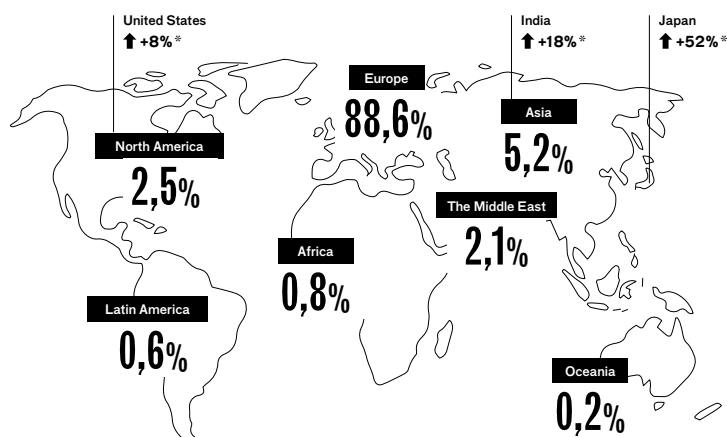


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VISITORS

70 668 $\uparrow +5\%^*$
Visitors**147**
Countries represented**40 916** — **58%**
French
visitors**29 752** — **42%**
International
visitors

→ Breakdown by geographical area

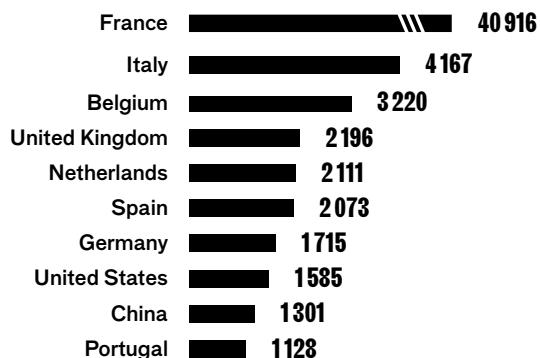


EXHIBITORS

2 516 — of which **648**
Brands new ones**1042**French
brands**1474**International
brands**62**
Countries representedTHEY
ARE TALKING
ABOUT YOU**1 259**JOURNALISTS
BLOGGERS
INFLUENCERS

*Increase over January 2023

→ Top 10 Visiteurs uniques



→ Breakdown by field of business

SPECIFIERS**36%** ↑+8%***RETAILER****55%****OTHERS****9%****THE TRADE FAIR**
**THAT'S A
CONTACT
MULTIPLIER**
**147 073**
 contacts were scanned
by 1 905 exhibitors
THE OBJECTIVES OF PARTICIPATION

→ Visitors*

FIND NEW PRODUCTS 95%
**MEET NEW SUPPLIERS
AND CONTACTS 92%**
**DISCOVER
MARKET TRENDS 90%**

→ Exhibitors*

MEETING**NEW CLIENTS 96%**
**GETTING YOUR NAME OUT THERE,
BUILDING YOUR IMAGE 95%**
LAUNCH NEW PRODUCTS 87%

*results of the post-fair survey: 2 661 respondents

**THE
STRENGTHS**
 OF THE FAIR

- ✓ THE DIVERSITY OF PRODUCTS ON OFFER
- ✓ ITS INTERNATIONAL CHARACTER

- ✓ TREND ANALYSIS AND NEW COLLECTION LAUNCHES
- ✓ THE QUALITY OF VISITORS



→ Social networks


 Instagram
1M
 ↑+8%*

 Facebook
711K
 ↑+2%*

 Pinterest
61K
 ↑+22%*

 LinkedIn
60K
 ↑+21%*

 TikTok
27K
 ↑+117%*

*Increase over January 2023

A BENCHMARK EVENT



Alchemy, the immersive experience
by Baccarat



What's New? In Decor "About new territories"
by Elizabeth Leriche



Outonomy
by Mathieu Lehanneur, Designer of the Year, Jan. 2024



The Well-being Experience
by Fashion Snoops X La Seinographe



What's New? In Retail "Supersoft"
by François Delclaux X BETC Design

LE CLUB — THE VIP LOUNGE BY MAISON&OBJET

The circle of excellence for the most influential buyers, specifiers and key stakeholders in the French and international decor, design and lifestyle markets.



THEY WERE THERE...

Accor (FR),
Affine Design (FR),
Andante (HKG),
Anthropologie (US),
Belmond (UK),
Bergdorf Goodman (US),
Fondation Louis Vuitton (FR),
Galleries Lafayette (FR),
Harrods (UK),
La Samaritaine (FR),

Le Bon Marche (FR),
Les Raffineurs (FR),
Sanlorenzo Yacht (IT),
Takashimaya (JPN),
The Museum Of Modern Art Moma (US),
Westwing (DEU),
...

→ see the list

**DID YOU
KNOW THAT?**

84% OF VISITORS
PLACE ORDERS
after the show

+716 MILLION EUROS IN SALES
estimated over the
5 days of the fair

MAISON&OBJET PARIS ALSO MEANS

WHAT'S NEW? IN RETAIL

"Supersoft" by François Delclaux X BETC Design

Real finds and merchandising solutions: the keys to the market at a glance.

**video What's New?
In Retail**

WHAT'S NEW? IN DECOR

"About new territories" by Elizabeth Leriche

New design solutions for future interiors.

**video What's New?
In Decor**

HOSPITALITY LAB

The keys to creating multifunctional hospitality spaces.

INSPIRE ME! – TECH EDEN by Peclers Paris

An immersion in the world of hospitality... beyond tomorrow!

THE SHOWCASE by REV Studio

An avant-garde lab for both retail and hospitality.

A program of talks

Driven by industry experts and available online at

**maison-objet.com
program**

The vanguard of design

The Rising Talents Awards, Future On Stage, the Maison&Objet Factory: discovering the talents of tomorrow.



IN THE MEANTIME



An exceptional circuit

From January 17-22, 100 of the finest venues in Paris invite professionals to meet within intimate showroom settings.

maison-objet.com/in-the-city

mom
MAISON & OBJET AND MORE



The marketplace to be

All year long, sell easily and directly your products to our community of European professionals.

mom.maison-objet.com

more information

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Graphic Design : Frédéric Barrau, Annalisa Pagetti

OUR NEXT RENDEZ-VOUS

MAISON&OBJET PARIS

**05-09
SEPT. 2024**

16-20 JAN. 2025

**PARIS
DESIGN WEEK**

**05-14
SEPT. 2024**

maison-objet.com/paris-design-week