

Fragrance & Ambiance _____To propel your brand forward

Maison&Objet _____ Maison&Objet Premier

A powerful hub.

Maison&Objet Pulse

Maison&Objet&More

Paris Design Week Maison
&Objet

In the City Maison
&Objet

More than an event,
Maison&Objet is a complete ecosystem
of physical and digital solutions.

**1 trade show, 2 editions that are more
different and complementary than ever.**

Maison&Objet Premier

Defined by Excellence, Driven by Creativity

The international meeting point for
prestigious design, blending excellence,
craftsmanship, and exceptional signatures.

Paris, January

Maison&Objet Pulse

Impulsing Interior Design Scene

Design in motion, bold, sensitive, and sustainable.
An edition focused on future possibilities and new
industry dynamics.

Paris, September



480,000 members
engaged worldwide

2M followers
across our social networks

2/3 retailers

1/3 specifiers & CHR

**Your priorities are our
priority: creating high-
value connections**

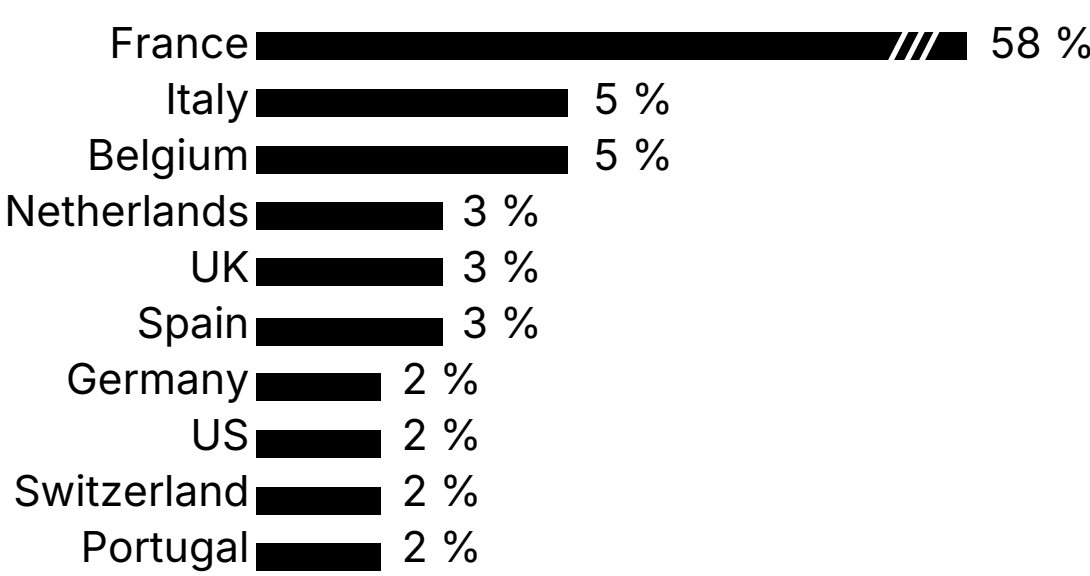
Your goals are our priority: more leads

Target and meet the right buyers

60 000
professional visitors



140+
countries represented



42%
international visitors

of visitors are looking for new brands*

Discover the key figures: [January 2026](#), [September 2025](#)



Grow your markets from Paris

**Your goals are our priority:
more orders**

81 % of buyers place orders
during or within weeks after the fair*

835 million €
estimated transactions over 5 days of the fair*

44 new qualified prospects on average per edition*

153 273 273 contacts scanned by 1,764 brands
using the scanning tool (average across both editions)



**Turn your contacts into
business opportunities**

A profitable and strategic investment: trade fair + digital

Before fair _____ Increase your visibility and identify your prospects in advance via MOM.

During fair _____ Streamline interactions and qualify your contacts using visitor scanning tools and order-taking features.

After fair _____ Extend your conversations and grow your business opportunities through MOM.

All year on MOM _____ Generate orders by selling your products.



What exhibitors say



“Maison&Objet is highly international, and we have the opportunity to gain new clients from all over the world.”

Patrick L'Hoste __ Pulpo



“Moismont has been around for twelve years, and we've been part of Maison&Objet for twelve years too. Everything happens here!”

Jacques Bijvoet __ Moismont

“Maison&Objet allows us to expand our distribution network and, thanks to our trade show leads, be present in 80 countries.”

Béatrice Brandt __ Le Jacquard Français



Your priorities are our priorities: more brand awareness

93% of brands say they participate to raise awareness and develop their brand image*

+90 M impressions through our press and social media campaigns

900 journalists, influencers, and bloggers

Boost the visibility of your products:

TREND SPACES

Quickly capture buyers' interest through a curated selection of new products by our trend scouts.

33% of buyers visit these spaces*

VISITOR ROUTES

Be easily identified by buyers thanks to themed visitor itineraries.

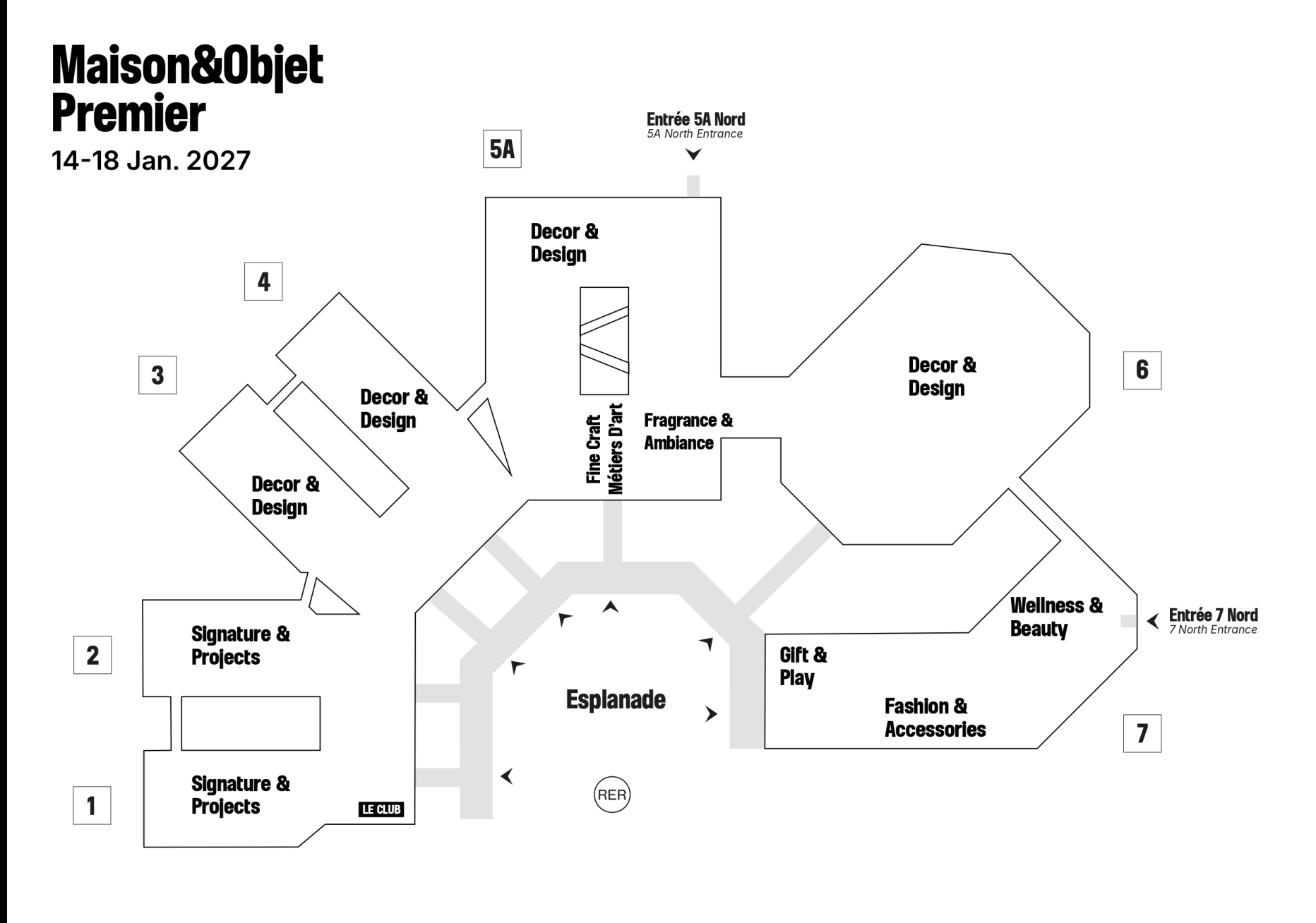
60% of visitors highlight the quality of exhibitors in these routes*



Maison&Objet Premier

Paris, January

A benchmark edition for all major players in specification and retail.



Fragrance & Ambiance _____ **Soulful Interiors – A Signature Scent**



Fragrance & Ambiance: the meeting point between olfactory worlds and business opportunities

More than just a home fragrance :

scent becomes an olfactory signature. Here, a rich palette of fragrances welcomes and captivates, sometimes evoking a Proustian madeleine, while also telling new stories through the senses. Discover scents with a strong identity to enhance your interior projects.

Un rassemblement unique au monde

bringing together brands, designers, exceptional craftsmanship and fragrance experts.

Reveal the desirability of your brand

in a carefully curated environment and generate tangible business opportunities.

Position your brand at the heart of the flow between sectors

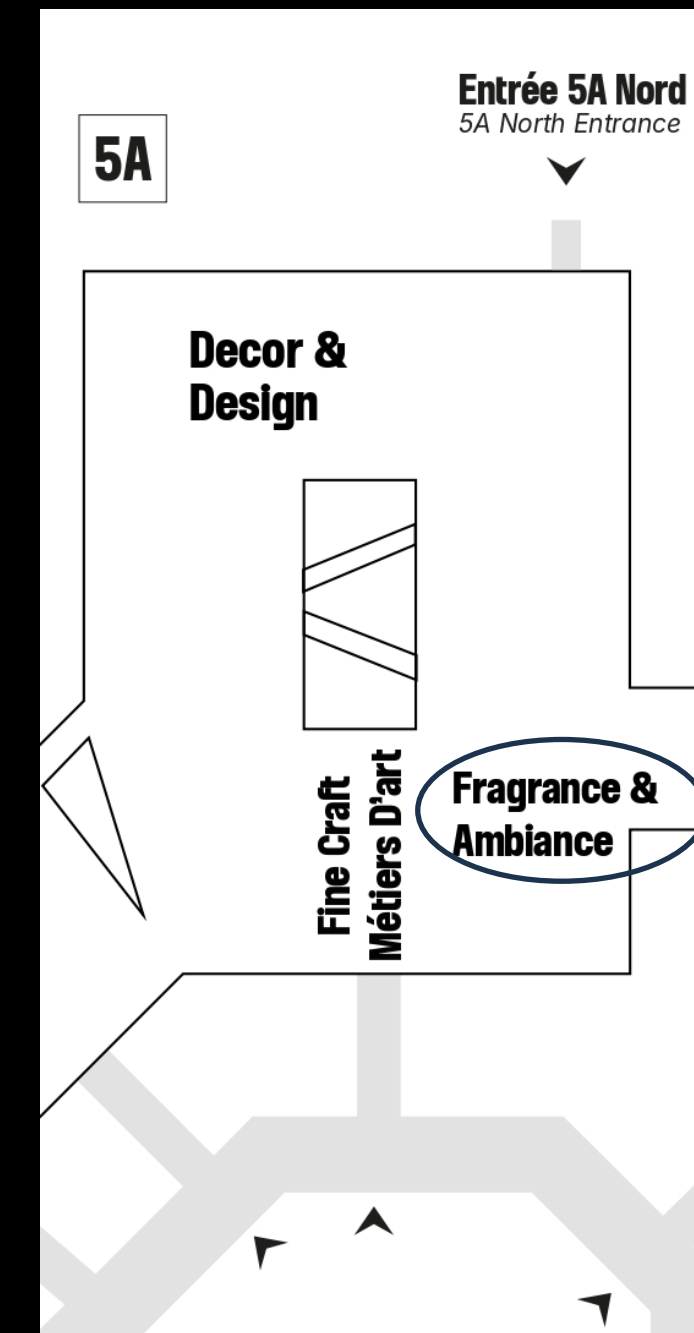
Hall 5A :

Step into a vibrant environment embraced by key players in retail and specification.

Concept stores, independent boutiques, department stores, interior designers... all come together in a continuous dynamic of discovery and selection.

Benefit from a strong buyer dynamic that fosters valuable connections.

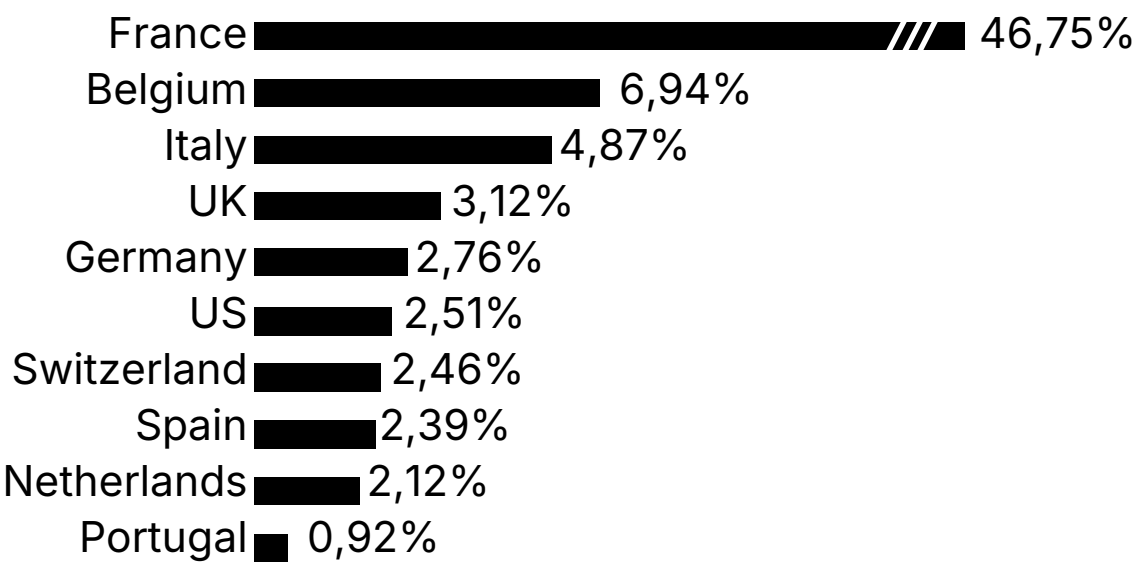
Directly connected to the Decor & Design and Fine Craft sectors.



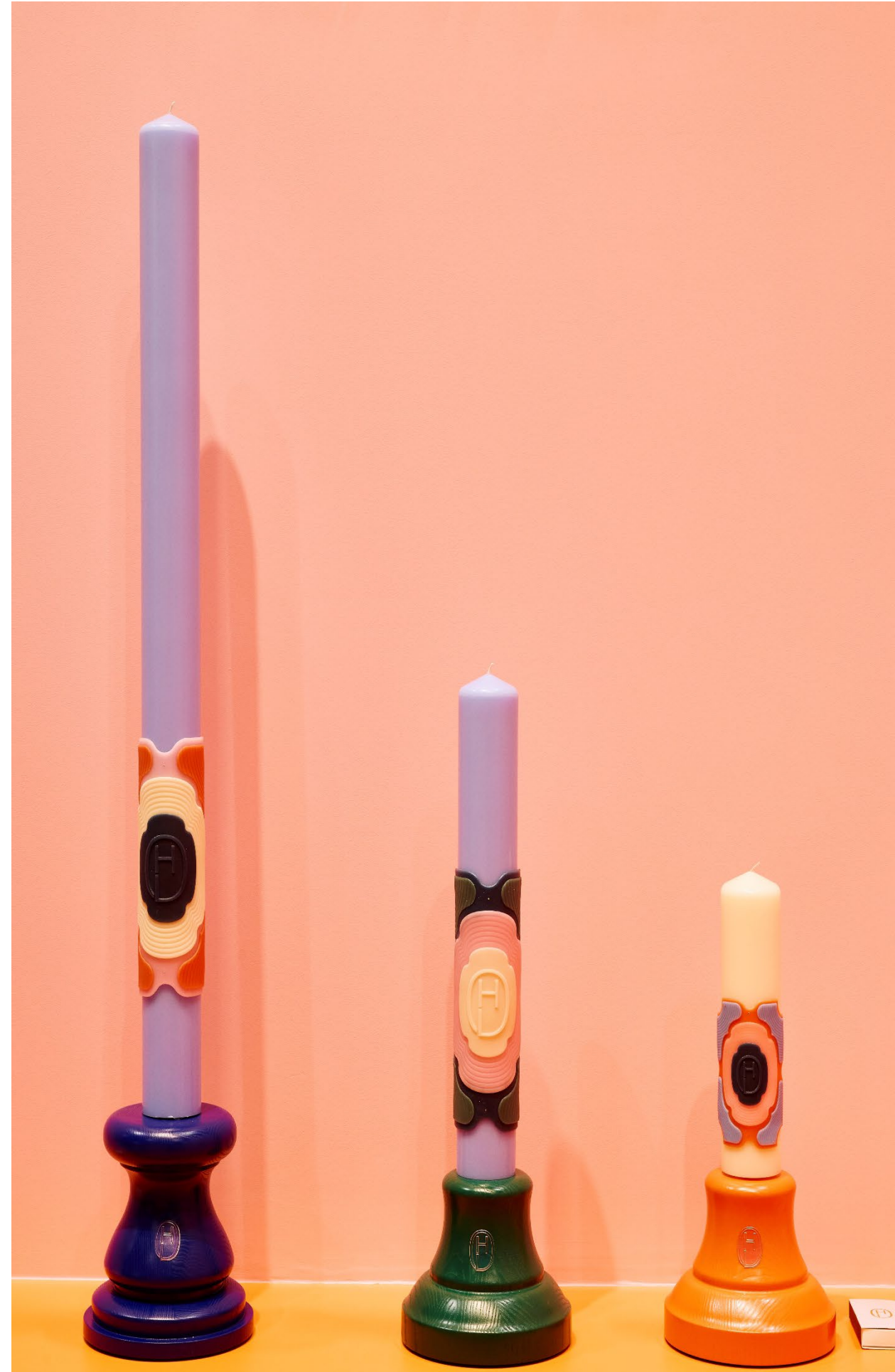
Meet the right buyers Fragrance & Ambiance



Top 10 Visitors by geographic area



Fragrance & Ambiance: spaces designed to showcase your brand



Fragrance & Ambiance: spaces designed to showcase your brand



Fragrance & Ambiance: spaces designed to showcase your brand



Complementary worlds to multiply your opportunities

Decor & Design

A New Decor Narrative

Fine Craft

métiers d'art

The Living Workshop – A Certain Idea of Savoir-Faire

Decor & Design: complementary worlds to multiply your opportunities



FINE CRAFT – Craftsmanship: complementary worlds to multiply your opportunities



Fragrance & Ambiance, a growth accelerator for your brand

- 50% of our visitors say they visit Fragrance & Ambiance.

**Now, let's talk about your project.
Let's build it together!**

