

Wellness & Beauty _____ **To propel your brand forward**

Maison&Objet _____

A powerful hub.

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

Maison&Objet Premier
Maison&Objet Pulse
Maison&Objet&More
Paris Design Week Maison
&Objet
In the City Maison
&Objet

**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**

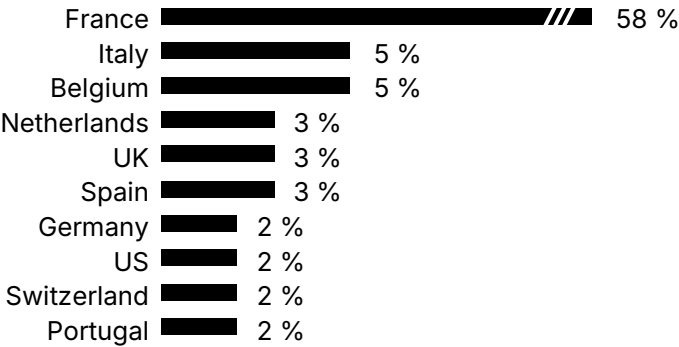
Your goals are our priority: more leads

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*



January & September: two key moments to showcase
your new products and capture complementary markets

Maison&Objet Premier

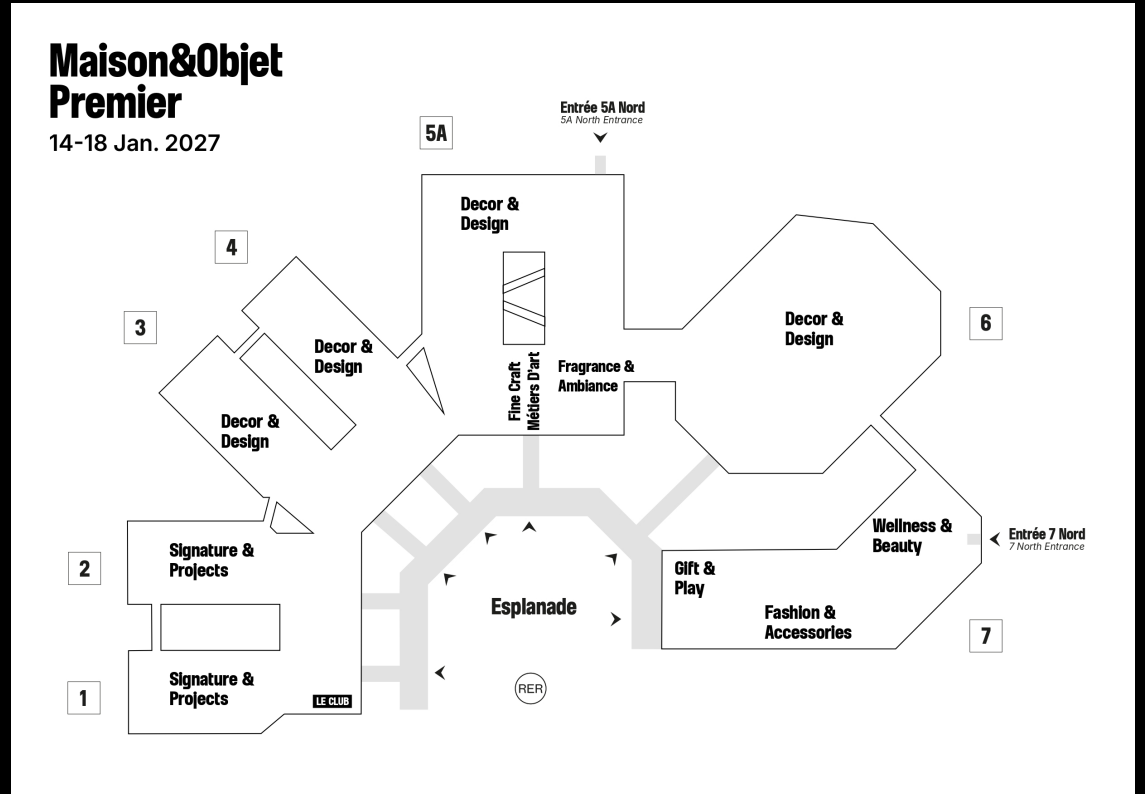
Paris, January

Excellence in design and contemporary space planning

International design, craftsmanship, and leading
signature names.

Decorative pieces and iconic objects.

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



Wellness & Beauty



Selfcare, Lifestyle Rituals

Wellness & Beauty: where your world meets business opportunities

Un univers où design, innovation et soin se rencontrent.

A space where design, innovation and self-care come together.

Here, wellness goes beyond traditional cosmetics to become a holistic experience designed to harmonise body, mind and living spaces.

It's about reconnecting with yourself, exploring new routines and embarking on a true inner journey through sensory rituals, innovative objects and soothing atmospheres.

Reveal the desirability of your brand

in a carefully curated environment and generate tangible business opportunities.



Position your brand at the heart of the buyer journey

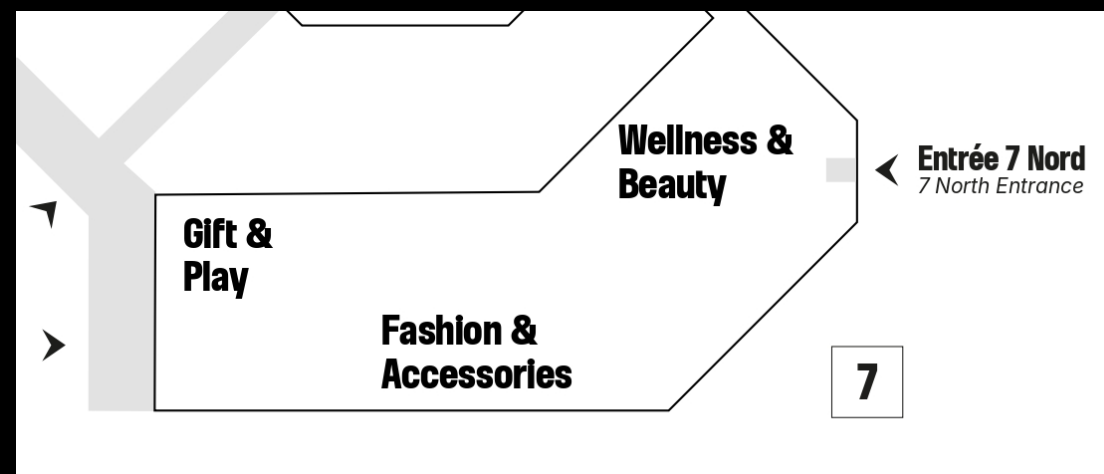
Hall 7 :

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

Concept stores, independent boutiques, department stores, retail chains, e-commerce players... all come together in a continuous dynamic of discovery and selection.

Benefit from a strong buyer dynamic that fosters valuable connections.

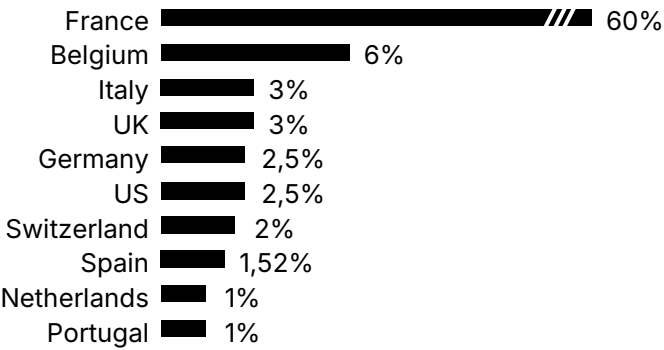
Directly connected to the Fashion & Accessories and Gift & Play sectors.



Meet the right buyers at hall7 *



Top 10 Visitors by geographic area



A vibrant and inspiring experience to drive your business forward

A colourful, dynamic and positive environment that captures attention, drives traffic and elevates your brand, under the artistic direction of Louise Lemesle.

- **A trend space: What's New? In Retail**

Insights into the latest market trends
A carefully curated selection by Pauline Glaizal

- **A Retail Coaching programme**

Workshops dedicated to the evolution of retail concepts and the creation of distinctive customer experiences.



Wellness & Beauty: spaces designed to showcase your brand



Wellness & Beauty: spaces designed to showcase your brand



Complementary worlds to multiply your opportunities

**Fashion
& Accessories**

From Fashion to Design, a living dialogue

Gift & Play

Gift with a twist, the art of Surprise

Fashion & Accessories: complementary worlds to multiply your opportunities



Gift & Play: complementary worlds to multiply your opportunities



Gift & Play: complementary worlds to multiply your opportunities



Gift & Play Kids: complementary worlds to multiply your opportunities



Gift & Play Pet Square: complementary worlds to multiply your opportunities



Wellness & Beauty, a growth accelerator for your brand

- 13,000 visitors say they are looking for fragrance and wellness products at the show.*

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

