

Maison&Objet Paris has just closed its September edition, placed under the theme “Enjoy” that drew an overall mindset of enthusiasm and excitement among the professional community of the design, home decor and lifestyle industries, spurred on by a significant international presence.



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VISITORS

59 794

Visitors

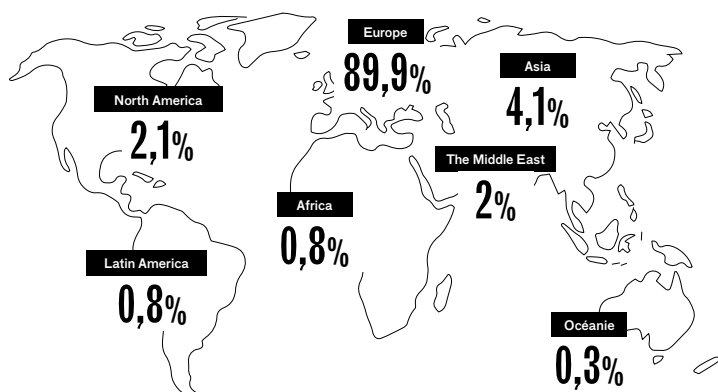
144

Countries represented

37 285 — **62%**
French visitors

22 509 — **38%**
International visitors

→ Breakdown by geographical area



EXHIBITORS

2 539

Brands

of which
767
new ones

1 125

French brands

1 414

International brands

59

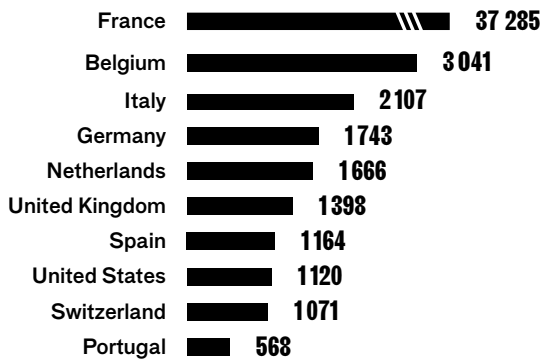
Countries represented

THEY
ARE TALKING
ABOUT US

925

JOURNALISTS
BLOGGERS
INFLUENCERS

→ Top 10 Countries



→ Breakdown by field of business

RETAILER

59%

SPECIFIER

31%

MANUFACTURER,
MAKER 10%HOSPITALITY
LAB

The "Hospitality Lab" showcased the hybrid and forwardlooking visions of new hospitality venues, designed, and staged by four key players in the hospitality sector (Café, hotel, restaurant):

Fabien Roque (Roque Intérieurs), Friedman & Versace and The Socialite Family, and the presentation of the winners from the design competition, Accor Design Awards.

THE OBJECTIVES OF PARTICIPATION

→ Visitors*

FIND NEW PRODUCTS 95%

MEET NEW SUPPLIERS
AND CONTACTS 92%DISCOVER
MARKET TRENDS 90%

→ Exhibitors*

MEETING

NEW CLIENTS 94%

GETTING YOUR NAME OUT THERE,
BUILDING YOUR IMAGE 93%

LAUNCH NEW PRODUCTS 84%

*results of the post-fair survey: 2 460 respondents

THE
STRENGTHS
OF THE FAIR✓ THE DIVERSITY OF PRODUCTS
ON OFFER✓ IDEAL FOR SPOTTING AND
ANALYZING TRENDS✓ ITS INTERNATIONAL
CHARACTER✓ THE QUALITY OF
VISITORS

→ Social networks



1M
+8%*



701K
+3%*



57K
+26%*



56K
+27%*



17K
+20%*

*Increase over September 2022

A BENCHMARK EVENT

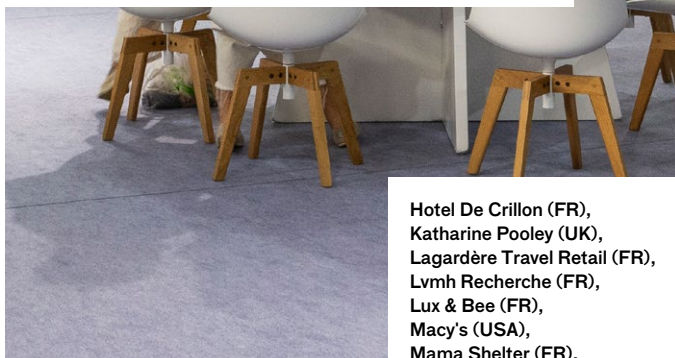
LE CLUB — THE VIP LOUNGE BY MAISON&OBJET

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

© Alexis Narodetsky



THEY WERE THERE...



Achat Hotels (ALL)
Adagio (FR)
Belmond (UK)
Biografy Group (FR)
Boozt.Com (SWE),
Brown Thomas Arnotts (IRL)
Citadium (FR),
Chanel (FR),
Fenwick Ltd (UK),
Galeries Lafayette (FR),
Haevichi Hotel & Resorts (KOR)

Hotel De Crillon (FR),
Katharine Pooley (UK),
Lagardère Travel Retail (FR),
Lvmh Recherche (FR),
Lux & Bee (FR),
Macy's (USA),
Mama Shelter (FR),
Marriott (FR),
Printemps (FR)
Qatar Museums (QT),
Royal Mansour (MRC),
Samaritaine (FR)
Studio Twenty Seven (US),
Tjx Europe (UK),
...

→ see the list

THEY'RE

TALKING ABOUT IT...



“ I was very interested to see how, nowadays, the exhibitors at **Maison&Objet**, have integrated environmental issues into their work ”

↑ Cyril Auouizerate
CEO –
MOB HOTEL



“ It makes me happy to support those who helped me create my story ”

↑ Arnaud Donckele
Head Chef –
Plénitude Paris
Cheval Blanc
Paris / Saint-Tropez

DID YOU KNOW THAT?

84% OF VISITORS PLACE ORDERS after the show

+752 MILLION EUROS IN SALES estimated over the 5 days of the fair

MAISON&OBJET PARIS ALSO MEANS

2 WHAT'S NEW? SPACES

The trend unveils its leading products

- ➔ "Wonder Nature" by **François Delclaux**,
- ➔ "Pattern Factory" by **Elizabeth Leriche**.

1 TREND FORUM: INSPIRE ME!

This immersive and experiential trend forum, created in collaboration with Peclers International agency, embodied the theme of the show "Enjoy, in quest of pleasures" for the decoding of the major consumption trends.

30 TALKS

Hosted with marvelous energy by industry experts, and available online.

academy.maison-objet.com

+15 SPECIAL FEATURE AREAS

Carte blanche was given to big names (installation designers, interior decorators, designers, etc.): **Muller Van Severen, Faye Toogood, Dirk Van Der Kooij, Masquespacio, Sebastian Cox...**



© Anne-Emmanuelle Thion

IN THE MEANTIME

**PARIS
DESIGN
WEEK**

From the 7th to the 16th of september. A 10-day fringe event. New concept stores, staged window displays, vernissages, stores that deserve a detour, meet 'n' greets with designers, festive events... for a design Capitale inspiration.

maison-objet.com/paris-design-week

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OUR NEXT RENDEZ-VOUS

MAISON&OBJET PARIS

**18-22
JAN. 2024**

PARIS NORD VILLEPINTE

#MAISONETOBJET

**MAISON
&OBJET
IN THE
CITY**

**17-22
JAN. 2024**

maison-objet.com/in-the-city

SAFI Organisation, a subsidiary of Ateliers d'Art de France and RX France.