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## **Maison&Objet at the service of retail: challenges, business, and solutions**

**18-22 January 2024 | Paris Nord Villepinte Exhibition Center**

For its January 2024 edition, Maison&Objet will be presenting a new programme, "*WHAT'S NEW? In Retail*", combining a trendy approach to the season's new products with a range of workshops and *merchandising* solutions to help professionals - independent boutiques, concept stores, distributors, and department stores - develop their business.

*"By constantly listening to the 30,000 shops that visit the show each season, we have come up with an innovative, experiential, and useful space,"* explains Mélanie Leroy, Managing Director of SAFI. *"Through my professional experience, I am particularly sensitive to the challenging context in which retail is currently operating, its issues, and its needs."*

This new programme enhances and compliments Maison&Objet's existing offerings that promote growth-generating categories, such as the new *Well-Being&Beauty* sector, launched in September 2023, designed to help retailers anticipate the trends in this particularly buoyant market today.

For the consumer, shops are no longer simply points of passage for purchasing. The best-performing stores have become destinations to visit and exchange ideas - concept stores with a strong identity, active online on their social networks, where everyone can take the time for inspiration in their daily lives. But how do you make this transition? That's the aim of "*WHAT'S NEW? In Retail*", by proposing innovative solutions tailored to the retail outlet *business model*.

*"WHAT'S NEW? In Retail, must be an inspiring space and a useful professional experience,"* explains Mélanie Leroy, *"designed as a real concept store"* by its two major contributors:

- François Delclaux, a foresight expert, for the storytelling of the space and the selection of new products,
- BETC Design, a strategic consulting agency, for structuring the customer journey and effective *merchandising*.

*"Maison&Objet is offering us an incredible playground and a unique way of collaborating on the section's design: the expertise of François DELCLAUX on stylistic trends, new uses and new products, and BETC Design on the prefiguration of a real place to stimulate sales"* explains Christophe Pradère, founder and CEO of BETC Design.

At the heart of this space, "coaching workshops" are planned throughout the 5 days of the show to help shops implement practical and efficient solutions within their own points of sale.

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## WHAT'S NEW? IN RETAIL – A WHOLE CONCEPT

From 18 to 22 January 2024, Maison&Objet will offer this new exhibition format called "*WHAT'S NEW? In Retail*" at the entrance to Halls 3 and 4, designed by François Delclaux and BETC Design. Called *Supersoft*, it offers a fully-fledged experience for retailers, who can draw inspiration from this space to optimise their shops, which are undergoing a profound transformation towards a hybridisation of spaces due to changing customer expectations. From the shop window to the display tables, from the shopping journey to the spotlight on favourites, from the overall ambience to the balance between physical and digital, visitors can 'pick and choose' the best of what exhibitors have to offer.

*"This space is inspired by the dynamics seen in South Korea and Mexico, for example, with their effective multi-functional and multi-category spaces in concept stores, a major category for our visitors",* explains Mélanie Leroy, General Manager of SAFI.

More than just points of sale, stores are now also places where you can enjoy a coffee or a snack, but also pleasant, functional spaces where you can settle down to work for a few hours or participate in a well-being workshop.

A fluidity of use as conceptualised by François Delclaux in his décor: *"Fluidity also in objects, shapes, materials and surfaces: traditional categories fade away and become less radical, boundaries less clear-cut. The design combines an enduring brutalism in which the material imposes the form, with flexible, organic, and silent forms, and finally with gentle, non-intrusive technology. The home becomes intuitive and inclusive"*.

Christophe Pradère (BETC Design) adds: *"It's a real retail experience. We've incorporated what we call 'moments' to showcase the products, with the creation of 'attack' furniture, display units and an exportable kiosk, for example. To complement and enhance their offering, we want to give shops the idea that the products on display are relevant to their space."*

It's a promise that reflects the year's theme, TECH EDEN, which aims to bring together nature and new technologies, with the ultimate goal of bringing comfort and well-being to customers in search of a "*gentler world*", as the *Supersoft* architect so aptly puts it. Retailers will experience this gentleness through organic shapes, natural materials, pastel shades, and iridescent reflections.

## COACHING WORKSHOPS AND CONFERENCES TO HELP RETAILERS FIND PRACTICAL SOLUTIONS

*"To understand the daily challenges of shops and call upon experts to address them"* is the objective of the "*coaching workshops*" deployed within the framework of "*WHAT'S NEW? In Retail*," explains SAFI's General Manager, Mélanie Leroy.

With 25 workshops on the agenda, retail visitors will be able to receive insights on the upcoming changes of their business industry and be supported on the promotion or staging of their stores.

Maison&Objet tapped the most relevant experts to lead these coaching workshops and address both strategic and inspiring topics, including:

- *"From storytelling to storyliving"* by Christophe Pradère (BETC Design)
- *"Merchandising is not just visual!"* by Donatienne Richard (trainer)
- *"How to integrate nature into your shop in an inventive way?"* by Nicolas Rebet (Retailoscope)
- *"Developing your brand quickly via TikTok, the video of success"* by Tony Piloseno (Tonester Paints)

Ludivine, the founder of the Bordeaux concept store La Maison Poétique, reflects on the importance of the comprehensive support provided by Maison&Objet. This support involves not only discovering new products but also receiving advice and finding solutions:

*"As a decorator and founder of La Maison Poétique, I have attended Maison&Objet twice a year for twelve years. These visits are essential because I have found most of my suppliers there over the years. It allows me to comprehensively view new trends and draw inspiration from the proposed scenographies. It is crucial to be able to see and touch the products and to interact with the suppliers. The presence of new brands at each session is a real advantage, allowing me to enhance my offerings to my clientele. This fair is essential to the development of my stores, and I always enjoy attending."*

## **AND TO GO FURTHER: FOCUS ON A THRIVING WELLNESS MARKET**

The wellness market is at the forefront of attention with a projected global growth of 9.9% per year over the next 5 years (according to the Global Wellness Institute). The fair's offerings for distributors will be complemented by highlighting the *Well-Being&Beauty* sector. Always in the spirit of experience-solution, the fair will present, for the second consecutive edition, *The Well-being Experience*. This immersive space aims to understand the keys and challenges of the market. Following a notable success at its launch in September 2023, this experiential space will invite shops to immerse themselves in a bubble of positive energy with multiple dimensions: a selection of new products that enhance well-being for oneself or at home, as well as around twenty workshops to discover new practices of "letting go" or cultivating balance.

A true sensory and holistic journey in a market that is more than promising for retailers, this offering is built in partnership with the American trend office Fashion Snoops and the Retail & Well-being consultant Marina Musset (from the concept store La Seinographe).

The meeting is set for January within the *Well-being&Beauty* sector, Hall 3.

**About Maison&Objet**

Since 1994, Maison&Objet (SAFI, a subsidiary of Ateliers d'Art de France and RX France) has been animating and federating the international community of decoration, design, and lifestyle. Its trademark? The ability to provoke fertile international encounters, to accelerate the visibility of the brands that join its shows or its digital platform, but also a singular instinct to promote the trends that will make the heart of the decoration planet beat. Maison&Objet's mission is to reveal talents, offer opportunities for online and offline exchanges and inspiration, and facilitate the development of companies. With two annual trade shows for professionals and Paris Design Week, which takes place in September, Maison&Objet is an essential industry barometer. Online and year-round since 2016, MOM (Maison&Objet and More) allows buyers and brands to continue their exchanges, launch new collections, or make contacts beyond physical meetings. Weekly new products showcase continuously stimulate the sector's activity. In 2023, Maison&Objet deploys new digital services and MOM becomes a marketplace. On social networks, discoveries continue on a daily basis for a community of nearly two million of professionals on Facebook, Instagram (+1M of followers), Twitter, 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 talent.