

MAISON&OBJET

Paris, Septembre 14th, 2023 - Press Release

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.

As this edition of Maison&Objet Paris trade show opened amidst an economic context marked by a global slowdown, it is still noteworthy that the home sector (furniture, decorative accessories, lifestyle, and fine craftsmanship) still enjoys remarkable attractiveness among international buyers, both retailers and specifiers. They were all gathered for 5 days in a dynamic atmosphere at Paris-Nord Villepinte Exhibition Centre.

With 2,500 exhibitors convened across 7 halls, representing a 10% increase compared to the September 2022 session, Maison&Objet Paris successfully brought together all the positive energies of the market. On the brands front, 30% of new exhibitors demonstrated the industry's capacity to innovate and create new businesses, driven primarily by 56% of international participants. These new brands have managed to capture the emerging trends, consumer needs and requirements of consumers who are more than ever attentive to brand's social and sustainable commitments. As a result, various initiatives showcased at the event, such as the Future On Stage platform, the Sustainable Itinerary, and the new Well-being & Beauty sector were so successful throughout the event. Maison&Objet continues to invest and incorporate even more significant innovations to solidify its position as a reference on the international stage and accelerate the future development of brands.

On the visitor side, the same dynamic remains strong. There is a notable increase in international visitors and stable figures among French attendees due to the economic situation and the exceptional heat, which prompted locals to reconsider their plans.

Innovative exhibitors and the numerous programs curated by Maison&Objet to create unique experiences and inspire visitors have led buyers and brands to develop new business trends, thereby supporting the market towards the end of 2023.

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Maison&Objet introduced several major initiatives during this session that received strong support from participants:

The launch of Well-being & Beauty, a new sector of the show.

With a selection of 80 exhibitors in the beauty and wellness industry, complemented by a rich program of on-site experiences, Maison&Objet Paris responded to the strong demand from its visitors. Experiences such as regenerative naps, sound baths, and facial yoga were highly popular throughout the 5-day event. Concept store buyers and major retail chains recognised the value of this offering, which logically complements their existing product range. A waiting list is already opened for brands interested on exhibiting in the January session, with Maison&Objet's goal to double the number of exhibitors in that specific section of the show.

Hospitality Lab: Hybrid spaces.

The "Hospitality Lab," located at the heart of Hall 6, showcased the hybrid and forward-looking visions of new hospitality venues, designed, and staged by four key players in the sector: Fabien Roque (Roque Intérieurs), Friedman & Versace, The Socialite Family, and the Accor Group who was introducing the winners of its design competition.

Here, Maison&Objet highlighted its ability to create unique and staging reception areas, thanks to its multi-category and exceptional design and lifestyle product offers. These architectural concepts are becoming awaited destinations on the show, where the boundaries between hospitality and residential spaces become increasingly subtle.

Inspire Me! The Trend Forum of the exhibition.

This immersive and experiential trend forum, created in collaboration with Peclers International agency, embodied the theme of the show and its variations for the first time in many years. Visitors were able to envision the sociological and stylistic changes in the market through a prospective journey. Complemented by an Instagram live and a virtual reality tour, visitors enjoyed a unique experience that served as a source of inspiration for their future projects.

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Mélanie Leroy, Managing director of Maison&Objet, concludes:

"Innovation, novelty, quality, and the continuous pursuit of environmentally friendly manufacturing processes offered by the exhibition's participants are an appropriate response to buyers facing increasing demand for products that support a sustainable way of consumption. When the exhibition ends, our MOM platform takes over - its European marketplace was launched in April 2023. This unique extension in the market allows buyers who did not attend the show to place their orders and provides brands with expanded business opportunities, before or after physical meetings. Indeed, with 480,000 international professionals in our network, including 300,000 in the European Union, MOM continuously amplifies the impact of the exhibition. As a product of MOM, we propose to develop B2B e-shops for market players. Leveraging our digital expertise, we are proud to continue being a genuine creative and economic catalyst for the sector!"

In the capital, the experience continues until September 16 with Paris Design Week. This event has become a design festival, offering Maison&Objet visitors an inspiration journey through more than 400 events to explore. Parisians can also enjoy a festive approach to design and home decor, serving as an ideal complement to immerse themselves in a definitively dynamic and attractive sector.

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Visitors figures

59,794 unique visitors (+2%)

86,234 visitors

144 countries represented

37,285 French visitors (+0%)

22,509 overseas visitors (+6%)

TOP countries (excluding France)

BELGIUM (3041)

ITALY (2107)

GERMANY (1743)

NETHERLANDS (1666)

UNITED KINGDOM (1398)

SPAIN (1164)

UNITED STATES (1120)

Exhibitor figures

2,539 brands (+12%)

767 newly exhibiting brands (+30%)

59 countries represented

1,125 French brands (+6%)

1,414 international brands (+17%)

TOP countries (excluding France)

ITALY (175)

NETHERLANDS (154)

BELGIUM (130)

GERMANY (121)

SPAIN (111)

DENMARK (106)

UNITED KINGDOM (73)

The digital community



6,561 brands

480,000 members

65% specifiers

35% retailers

3 million visits per year



Instagram 1M followers

Facebook 701K fans

Pinterest 57K subscribers

LinkedIn 56K subscribers

Twitter 29K followers

TikTok 17K subscribers

About Maison&Objet

For almost 30 years, Maison&Objet organized by SAFI (a subsidiary of Ateliers d'Artde France and RX France), has been engaging with and bringing together the international design, home decor and lifestyle communities. Maison&Objet's trademark? Its unique ability to generate connections and accelerate business, both during trade fairs and via its digital platform, but also through its unique talent for highlighting trends that will excite and inspire the home decor world. Maison&Objet's mission is to reveal talent, spark connections and provide inspiration, both on and offline, thereby helping businesses grow. Through two yearly trade fairs for industry professionals, the In the City itinerary in the beginning of the year and Paris Design Week, a public event in September that brings the creative energy of designers and brands together in the City of Light, Maison&Objet is the go-to platform for the entire interior design sector. Unveiled in 2016 Maison&Objet and more, or MOM, enables buyers and brands to continue their conversations all year round, launch collections and create connections beyond physical meetings. The weekly roundup of exciting new finds constantly stimulates business across the sector. To take things even further, the Maison&Objet Academy now provides industry professionals with an exclusive web channel that broadcasts monthly content focusing on training and on deciphering market trends. Our social media platforms, meanwhile, keep all those design discoveries going by engaging daily with an active community of over one million members on Facebook, Instagram (+1M 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.

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