

21 – 25 JANUARY 2022

MAISON&OBJET

#MOFOREVER

FOREVER

POLE MAISON

WWW.MAISON-OBJET.COM

MAISON&OBJET PARIS

THE CAN'T MISS BUSINESS EVENT

BOOST YOUR BUSINESS

3000 brands – of which **600** news / edition
84% of visitors order in the following months
Average **+ 100** customers met/exhibitor -
including **70** new business contacts

CONNECT WITH BUYERS

80.000 unique visitors / fair – **1/4** are new
45% international – from **150** countries
29% are **exclusive** to Maison&Objet

PITCH YOUR BRAND

1.500 journalists, influencers, bloggers:
45% international
3 WHAT'S NEW corners to present a selection
of trends and innovative products

Post event surveys 2018, 2019, 2020



FOREVER

Iconic companies of the decoration world are gathered in FOREVER, the DNA sector of Maison&Objet. Their strong and committed style confirm their expertise of excellence. They know how to adapt their offer to the market evolutions and needs

Decorative concepts set the tone in FOREVER. Every season their strong identity, presented in inspirational layouts, brings a touch of magic to interiors with character. This is where manufacturers and design companies present their most beautifully crafted pieces: a limitless choice of styles all with that extra-special something.

Key words: timeless, Premium heritage, beyond fashion, tremendous settings



EXHIBITOR FOCUS

On FOREVER, each edition of Maison&Objet brings together* :

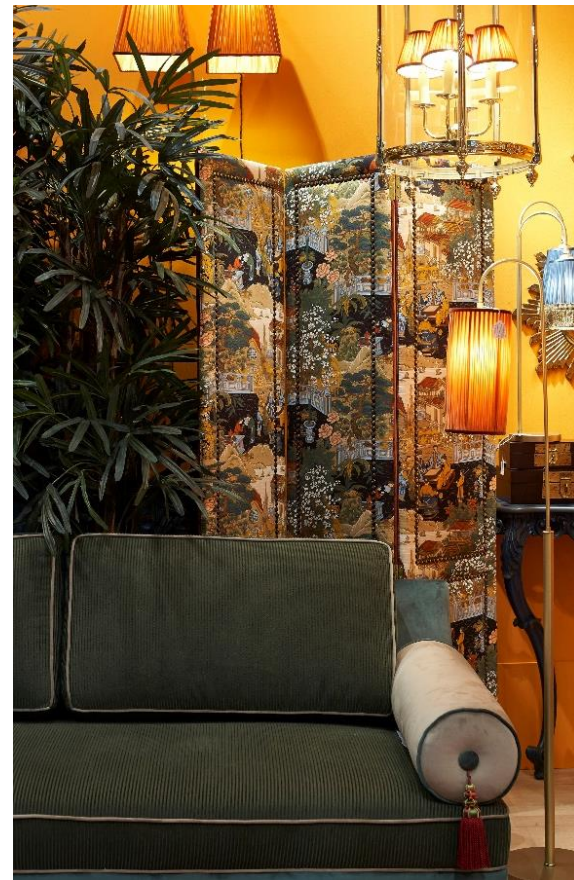
154 Exhibitors

Of which almost **1/4** are new

More than **14 150** sqm of booths

90 sqm the average surface per exhibitor

**Average of the January 2020 and the September 2019 editions*



BUYER FOCUS


Maison&Objet is THE show exploring emerging trends and new ways of consumption.

A wide range of professionals – shops, concept stores, interior designers, architects, galleries, hotels – are crossing the alleys to get inspired and find innovative products.

Maison&Objet seen by...:

 **Fabiano Hayasaki**, Architect, BR

With more than 2,000 projects this internationally renowned architect works with very demanding customers.

 **Staffan Tollgard**, CEO, Tollgard Design Group, London, GB

His creative and collaborative approach creates modern and audacious interiors.

 **Delia Lachance**, CEO, Westwing, DE

In 2011, Délia Lachance and Stephan Smalla created Westwing, a private website intended for interior design. Today, Westwing operates in 11 countries.

Discover the last edition report



© Maison Sarah Lavoine – Paris XVI



“It’s a real strength to have in France a fair with a such recognition, known and renown in France and all over the world. Beyond all the new collections displayed there, it’s a concentrate of trends!”

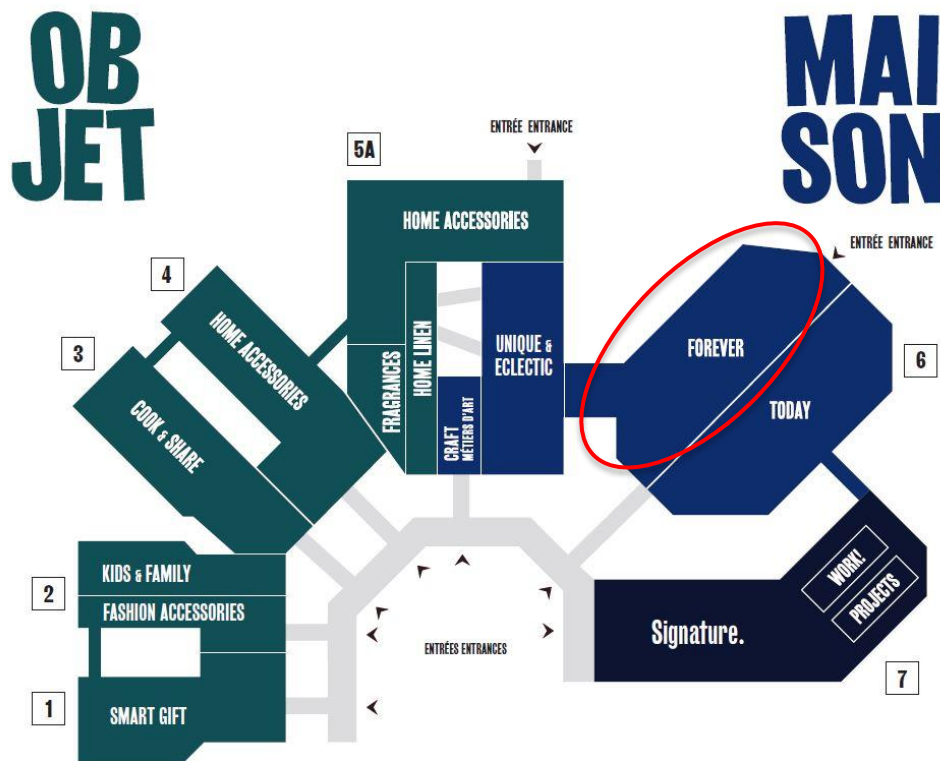
Sarah Lavoine,
Interior Designer, Maison Sarah Lavoine, FR

WHERE IS LOCATED FOREVER?

FOREVER is located in Hall 6, one of the most central and attractive hall of the fair.

The sector is organised by style, around 3 main decorative environments:

- Global concept of decoration
- Specialist manufacturers
- Manufacturers accessories



21-25 JAN. 2022

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Non-binding map – subject to modification

The environments – FOREVER

GLOBAL CONCEPT OF DECORATION

A few names:

Atelier CS Davoy
Blanc D'ivoire
Brucs
Cobra art
Dialma Brown
Eichholtz
Fancy
Gommaire
Hudson Lighting
PMP Furniture
Riviera Maison
Silk-ka
Versmissen

...





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The environments – FOREVER

SPECIALIST MANUFACTURERS

A few names:

Ana Roque
Castro Lighting
Colunex
Ebru
Estetik Decor
Ferreira De Sa Rugs
Guadarte
Jose Leite di Castro
Judeco
Mab
Labyrinthe Decoration
The Modern Grand Tour
....



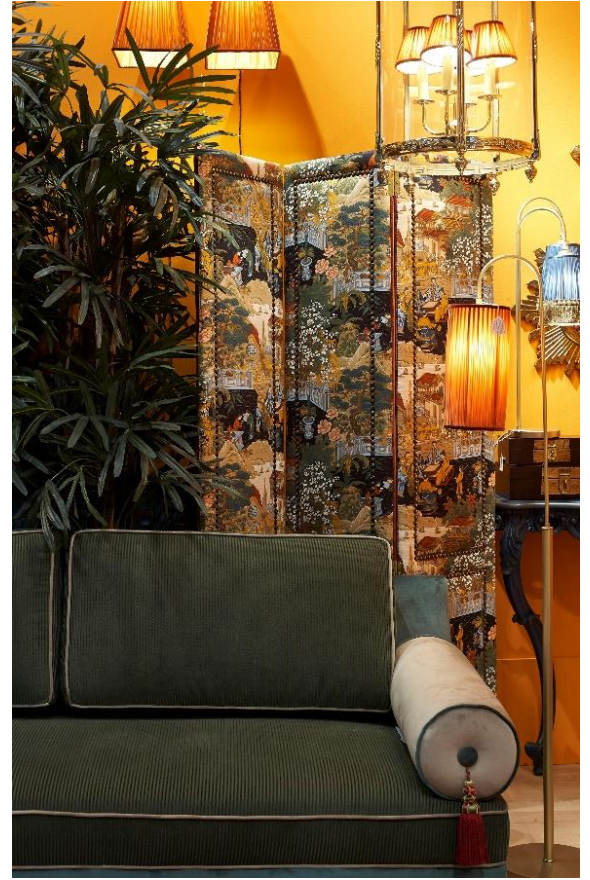




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12/17

The environments – FOREVER

MANUFACTURERS ACCESSORIES

A few names:

Giobagnara

Hector Saxe

La Gallina Matta

Made Goods

Merci Louis

Mike&Ally

Officina Naturalis

Pacific connection

Pinetti

Plata Lappas

The Original Book Works

Wolf

...



BUDGET

Estimate the cost of the exhibition surface

To help you anticipate your participation, we suggest you some budget estimated for guidance.

You have several exhibition zones at your disposal (front line, red carpet, central). Their rate is added to the price per square meter, and can vary according to the visibility in the show. Very requested, their access is subject to availability and conditions.

We invite you to get in touch with your sales contact in order to have a personalised quotation.

→ [See the rates 2022](#)

Estimate the cost of additional fittings

Before the show, you can order, on your online personal space, additional fittings such as: partition, covering, lighting, furniture, parking...

Our team is at your disposal to support you in your preparation.

→ [See the additional fittings](#)



SERVICES AT YOUR DISPOSAL

BOOST YOUR VISIBILITY

Give your brand details for the show **communication tools**: official catalogue, exhibitors list (maison-objet.com), mom, etc.

Apply to our **promotional services** targeted for visitors. These services allow you to be part of the “What’s New” spaces, the visitor itineraries, etc.

Inform your clients and prospects about your participation with the **personalized communication kit**.

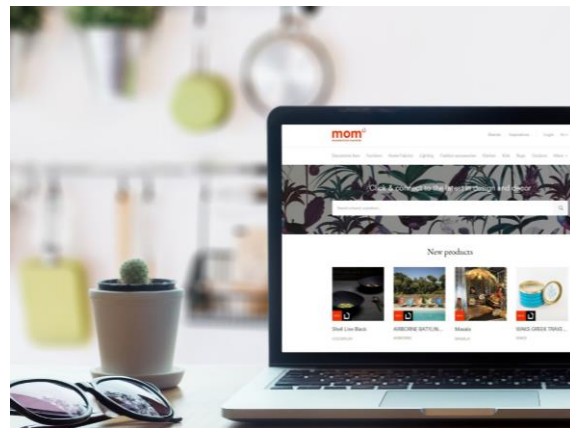
GROW YOUR NETWORK

Invite complimentary your clients and prospects to come and meet you during the fair.

Collect easily the visitors’ information coming to your booth and plan an effective follow-up with the **badge reader application**.

PREPARE YOUR SHOW

Throughout your entire preparation for the show, the Maison&Objet team is fully mobilized to support you. The customer service is at your disposal to inform and guide you. The Operation Department supports you in your technical and logistic preparation. The sales team guides you in your fair promotion and introduces you the various tools and services designed for you.



MOM, YOUR DIGITAL PARTNER

The innovative alliance of the digital world and the expertise of Maison&Objet is at your disposal all year long with the MOM platform. With your participation, you benefit from a free trial offer.

PREPARE YOUR SHOW EFFICIENTLY

Optimise your show investment with a **reinforced visibility** through your product sheets on mom (trial offer effective from the opening of the online service to one month after the show).

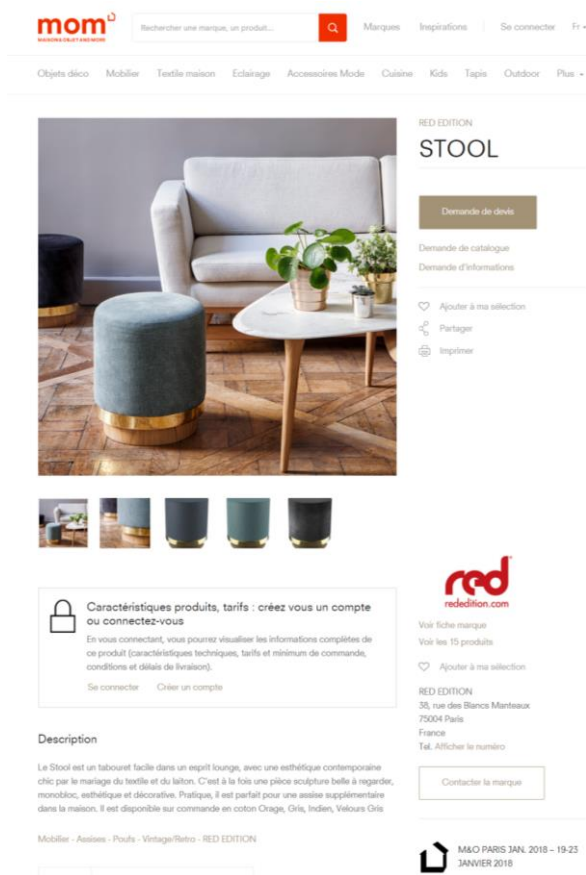
BOOST YOUR BUSINESS

Receive **meeting request** for the show. **Multiply your contacts** and business opportunities before, during and after the show!

JOIN THE MOM COMMUNITY

More than **6.000 brands** and **3 million of unique visitor** per year
A well-balance network of professionals: 52 % Specifiers Vs. 48% Retailers
8 min : average time spent on the website, about 7 pages seen per visitor

If you want to make the most of the functionality offered by MOM your sales contact is at your disposal for any further information.



The screenshot displays the MOM website interface. At the top, there is a search bar with the text "Rechercher une marque, un produit..." and a search icon. To the right of the search bar are links for "Marques", "Inspirations", and "Se connecter". Below the search bar is a navigation menu with categories: "Objets déco", "Mobilier", "Textile maison", "Éclairage", "Accessoires Mode", "Cuisine", "Kids", "Tapis", "Outdoor", and "Plus".

The main content area features a large image of a light-colored armchair and a matching ottoman (the "Stool") in a modern living room setting. To the right of the image, the product name "RED EDITION STOOL" is displayed. Below the name are several interactive buttons: "Demande de devis", "Demande de catalogue", and "Demande d'informations". There are also icons for "Ajouter à ma sélection", "Partager", and "Inspirer".

Below the main image is a row of five smaller images showing different views or details of the stool. Below this row is a section titled "Caractéristiques produits, tarifs : créez vous un compte ou connectez-vous". This section contains a lock icon and text: "En vous connectant, vous pourrez visualiser les informations complètes de ce produit (caractéristiques techniques, tarifs et minimum de commande, conditions et délais de livraison)." Below this text are two buttons: "Se connecter" and "Créer un compte".

Below the product information is a "Description" section. The text reads: "Le Stool est un tabouret facile dans un esprit lounge, avec une esthétique contemporaine chic par le mariage du textile et du laiton. C'est à la fois une pièce sculpture belle à regarder, moderne, esthétique et décorative. Pratique, il est parfait pour une assise supplémentaire dans la maison. Il est disponible sur commande en coton Orage, Gris, Indien, Velours Gris".

At the bottom of the page, there is a footer with the text "Mobilier - Assises - Poufs - Vintage/Retro - RED EDITION". On the right side of the footer, there is a logo for "red edition.com" and a contact button labeled "Contacter la marque". Below the contact button is a small icon of a house and the text "M&O PARIS JAN. 2018 - 19-23 JANVIER 2018".

YOUR CONTACTS **FOREVER**



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