

Maison&Objet Pulse

(im)Pulse



Maison&Objet S25 – Ville de Paris ©Gabriel Amiard

Press kit

Paris
10_14 Sept 2026

On the occasion of the September fair, taking place from September 10 to 14, Maison&Objet Pulse is launching the (im)Pulse spaces, dedicated to showcasing emerging design brands.

Conceived as a true springboard, these spaces shine a spotlight on a new generation of creators driven by ideas, innovation, and fresh perspectives. This initiative complements existing programs such as **Rising Talent Awards**, which recognizes emerging talent from around the world, and **Future On Stage**, dedicated to innovative companies. (im)Pulse brings together a selection of pioneering brands chosen for their uniqueness, freshness, and growth potential.

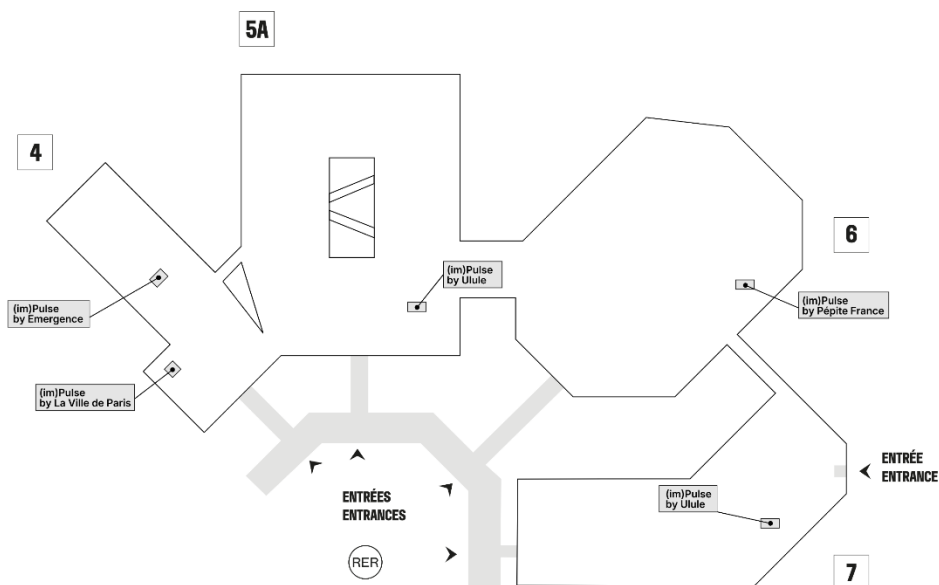
With (im)Pulse, the trade show provides these creators and studios with increased visibility and privileged access to the international market, while reaffirming Paris's position as an essential hub for contemporary design.

Maison&Objet Pulse

10-14 SEPT. 2026

PLAN [IM]PULSE

Plan non contractuel
Non contractual site plan

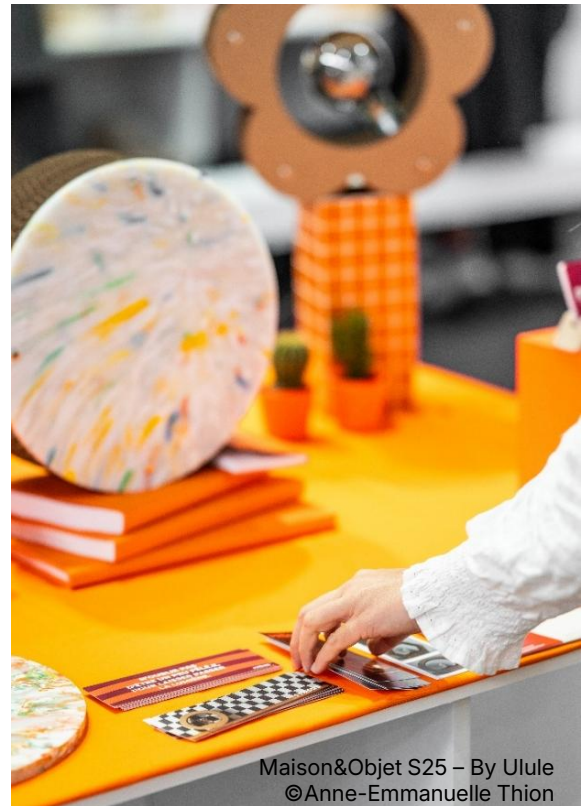


(im)Pulse spaces throughout the fair

(im)Pulse by Ulule

Ulule is partnering with Maison&Objet Pulse to present a selection of sixteen emerging brands that have grown through crowdfunding. As Europe's leading crowdfunding platform, Ulule supports creative entrepreneurs through crowdfunding, as well as training and mentoring programs designed to accelerate the development of their projects.

Two (im)Pulse by Ulule spaces are dedicated to these brands. The first, located in the Gift & Play sector (Hall 7), explores the latest trends in the worlds of gifts, games, and children. The second, in the Fragrance & Ambiance sector (Hall 5A), highlights a new generation of brands reinventing the worlds of fragrance and the art of living.



Gift & Play

Tropesa reimagines beach accessories with eco-designed collections made from recycled materials, combining textile innovation with a Mediterranean spirit.

Loulou des Bois celebrates play and imagination through creations designed for the youngest users.

Meanwhile, **La Machine** offers playful objects where design and creativity come together to reinvent everyday uses.



Fragrance & Ambiance

Visitors will discover, among others, **La Perle Wussulan**, **Nicaise**, and **Cocoon Paris**, three emerging brands, each exploring in its own way new expressions of fragrance, materials, and interior ambiance.

Many other innovative brands can also be discovered in the (im)Pulse by Ulule spaces.



La Perle Wussulan



Nicaise



Cocoon Paris

(im)Pulse by Pépité France

Maison&Objet Pulse is partnering with **Pépité France** to showcase a new generation of designers and entrepreneurs emerging from higher education. Established by the French Ministry of Higher Education, Research and Space in 2014, the national Student-Entrepreneur network supports project leaders through the National Student-Entrepreneur Status (SNEE). Since its creation, more than 50,000 entrepreneurs have benefited from this initiative.

Located in the **Decor & Design sector (Hall 6)**, **(im)Pulse by Pépité France** brings together ten emerging brands that reflect the vitality of French creativity.



Carchon



Erbeko

Among them, **Paloma Defert Studio**, a creative studio specialising in artistic furniture and lighting design.

The designer combines the expertise of bronze frame-making and metalwork to create highly graphic pieces, entirely handcrafted as unique works or in very limited editions, in her workshop in the Paris region.



Paloma Defert Studio

Valérie Douang is a furniture brand that gives new value to discarded resources by transforming leftover wood panels into high-end pieces. Combining contemporary design, sustainability and craftsmanship, Douang champions reversible and repairable furniture designed to reduce resource waste.



Valérie Douang

Meanwhile, **Extra Terrasse** develops an approach to outdoor furniture based on modularity, conviviality, and the sustainable use of outdoor spaces.



Extra Terrasse

(im)Pulse by la Ville de Paris

La Ville de Paris is joining Maison&Objet Pulse to showcase emerging talents based in the French capital.

Located in the **Cook & Share sector (Hall 4)**, (im)Pulse by the **City of Paris** highlights a selection of emerging Parisian brands from the worlds of fine food and tableware, some of whose creations have been awarded the "Fabriqué à Paris" label.



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Visitors will have the opportunity to discover **Élixir de Paris**, which celebrates the Parisian art of living through organic elixirs crafted from natural ingredients; **Tibli Studio**, whose objects combine contemporary aesthetics with everyday functionality; and **Poupette**, a young brand where each creation is meticulously crafted like a true edible work of art.



L'Elixir de Paris



Tibli Studio



Poupette Biscuiterie Funky

(im)Pulse by Émergence: A spotlight on new French brands

At the heart of Hall 4 "Cook & Share", the **(im)Pulse by Émergence** space highlights a selection of young French brands specializing in tableware and culinary products. Designed as a showcase for innovation and creativity, this space promotes companies that are reinventing the uses and expertise of the sector.

Led by the Confédération des Arts de la Table, with the support of Francéclat and the main industry stakeholders (Synetam, CICF, FFEF and Maison&Objet), (im)Pulse by Émergence supports these brands in their development by offering them privileged visibility among international buyers and prescribers

Eligibility criteria

- Be a French brand (for new participants);
- Have been established for less than 5 years;
- Demonstrate a creative, innovative, and distinctive approach.



LEPAGE – Coutellerie

Made in France: table knives combining contemporary design, exceptional materials, and artisanal craftsmanship.



La Cocotte Française –

Innovative French cast iron: enameled cast iron cocottes made in France, featuring cool-touch handles and a PFAS-free design.



L'Atelier Rosie –

Responsible artisanal cutlery: handmade knives crafted in France, customizable and designed using local and distinctive materials.



About Maison&Objet



Maison&Objet (SAFI, a subsidiary of Ateliers d'Art de France and RX France) has been a leader in the international decor, design, and lifestyle community since 1994.

Its trademark? Its ability to foster productive international meetings and enhance the visibility of the brands that exhibit at its trade shows and on its digital platform, as well as its singular aptitude for highlighting the trends that will set the hearts of the interior design community racing. Maison&Objet's mission is to reveal talent, offer opportunities for discussion and inspiration both online and offline, and facilitate business development.

With two annual exhibitions and Paris Design Week in September, Maison&Objet serves as an indispensable barometer for the entire sector. Online since 2016, MOM (Maison&Objet and More) allows buyers and brands to continue their exchanges, launch new collections, and make contacts beyond physical meetings. Weekly launches of new products that captivate the interior design community provide an ongoing boost to the industry. In 2023, Maison&Objet rolled out new digital services, and MOM also became a marketplace.

On social networks, discoveries are made on a daily basis by a community of almost two million professionals active on Facebook, Instagram (+1M followers), X (formerly Twitter), LinkedIn, Xing, WeChat and TikTok. Maison&Objet is a catalyst that positions Paris as a major hub for international creative talent.



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