

PRESS RELEASE

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Women&Design by Maison&Objet: The first international network dedicated to women driving innovation in design.



Margaux Keller, France Bocognani & Caroline Bartoli, Amandine Coquerel
The Talks by Maison&Objet, January 2025 © aethion

Women&design
by MAISON&OBJET

What is Women&Design by Maison&Objet?

Women&Design by Maison&Objet is a community of key players, designers, and industry leaders from the creative industries (home decor, furniture, lifestyle, well-being, fashion, luxury, art, tech...), **celebrating the boldest and most innovative female visions in design**. This network, fueled by a spirit of openness, also includes men who support women-led projects and are committed to highlighting them.

Why create this network?

For 30 years, Maison&Objet has established itself as the key observatory of the French and international creative scene. One of its core missions is to **identify the talents who will shape the future trends in design, home decor, and lifestyle**. Staying true to this DNA, Maison&Objet launched Women&Design, a pioneering initiative.

"For women, it was a necessity; for Maison&Objet, an obvious move. The mission of Women&Design by Maison&Objet is clear: to serve as a catalyst for creativity, exposure, and business opportunities for female designers worldwide. Across the globe - in France, Europe, Asia, and the United States - they are unwavering creative forces, working across multiple disciplines with distinctive signatures that redefine our era and anticipate the future. Their projects, innovations, and vision deserve to be celebrated. Women&Design by Maison&Objet was created to shine a spotlight on these visionary women, their achievements, while honouring the richness of their journeys."

Mélanie Leroy, General Director of SAFI (Maison&Objet, Paris Design Week and MOM)



Mélanie Leroy, Thomas Jolly

Dîner Women&Design, January 2025 © jeanpicon

Methods of action

Women&Design by Maison&Objet, launched in September 2024, is built around three main objectives:

- **Identifying innovative and impactful** international projects led by women.
- **Showcasing female design talent** across all disciplines by creating and sharing dedicated content with Maison&Objet's international community.
- **Facilitating meaningful connections** through dedicated events in France and abroad to foster collaborations and develop new projects.



A celebration of bold female creativity

Women&Design embodies Maison&Objet's commitment to highlighting outstanding female figures in design. In a sector where women **make up over 50% of professionals in France and more than 60% in the United States**, recognition and accolades remain largely male-dominated. This new network aims to **bridge that gap by showcasing innovative projects led by women and ensuring they receive the visibility they deserve.**

This ambitious initiative is built on several key objectives: creating an **influential international network** for women in design, **fostering exchanges and collaborations**, **identifying innovative projects** led by women, highlighting their contributions, and **organising events and workshops** to encourage creativity, dialogue, and innovation.

By integrating the Maison&Objet ecosystem, Women&Design benefits from the power of its community, a global network that amplifies its message to professionals worldwide: over 600,000 newsletter subscribers and 2M followers on social networks who will now be able to discover inspiring career paths and profiles.



Bénédicte Epinay, CEO du comité Colbert
The Talks by Maison&Objet, janvier 2025 © DR

Better representation of women's projects

Driven by values of innovation, Women&Design by Maison&Objet creates a space that fosters the emergence of new ideas, reflecting the richness and dynamism of an ever-changing market.

To inspire new generations of female creators worldwide, **better representation of female figures is essential**. With this in mind, Maison&Objet has named Faye Toogood as Designer of the Year 2025. The British designer, interior architect, and fashion designer was given carte blanche to present her WOMANIFESTO at the January 2025 edition of the fair—an exclusive installation designed especially for the event. True to her avant-garde spirit, it featured an eclectic range of creations within the realms of design and fashion.

Just four months after the launch of Women&Design by Maison&Objet, the initiative had already gained significant momentum with a curated and insightful programme of talks at the January 2025 edition of Maison&Objet. Bringing together influential and expert voices, these discussions explored their vision of today's design landscape. At the fair, **no fewer than four dedicated talks highlighted female design talent, fostering meaningful exchanges to address key challenges in the industry.**



Inspiring connections

Women&Design by Maison&Objet is committed to fostering **meaningful connections through dedicated events in France and internationally**. The launch of the network has already been marked by prestigious events organised by Mélanie Leroy, bringing together key industry figures from France and abroad.

Among them, renowned personalities such as **Paola Navone, Nina Magon, Kristina Zanic, Maggie Henriquez, Cordelia de Castellane, India Mahdavi, and Aline Asmar d'Amman** have already played a key role in expanding the network. Alongside them, **Antoine Menard (Paris Society), Alexis Mabile, and Vincent Darré** have also supported this unique initiative.

Thanks to these international ambassadors, this new network promises high-impact connections, serving as a catalyst for new opportunities, expansion, and collaborations—and perhaps even new forms of collaborations.



Meredith Xavier, Nina Magon, Paola Navone
Women&Design dinner by Maison&Objet, January 2025 © jeanpicon

A bold and sustainable future

Women&Design by Maison&Objet is designed as a long-term initiative, with its calendar throughout the year. In 2025, several new initiatives and events will be announced in France and internationally. The next milestone for the network is the launch of an **award recognising a female figure who embodies the bold and creative spirit of Women&Design by Maison&Objet.**

With Women&Design, Maison&Objet is shaping a future where female talent takes centre stage in an ever-evolving industry. **This initiative reflects an ambitious vision: to highlight women-led projects worldwide, promote excellence, and inspire new generations of designers across the globe.**



Mélanie Leroy, Faye Toogood
Designer of the Year Maison&Objet 2025 © DR

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), Twitter/X, 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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