

THE INNOVATIVE LIFESTYLE RENDEZ-VOUS COMMUNIQUÉ DE PRESSE

03 JUNE 2025

Maison&Objet presents the “Factory” Spaces



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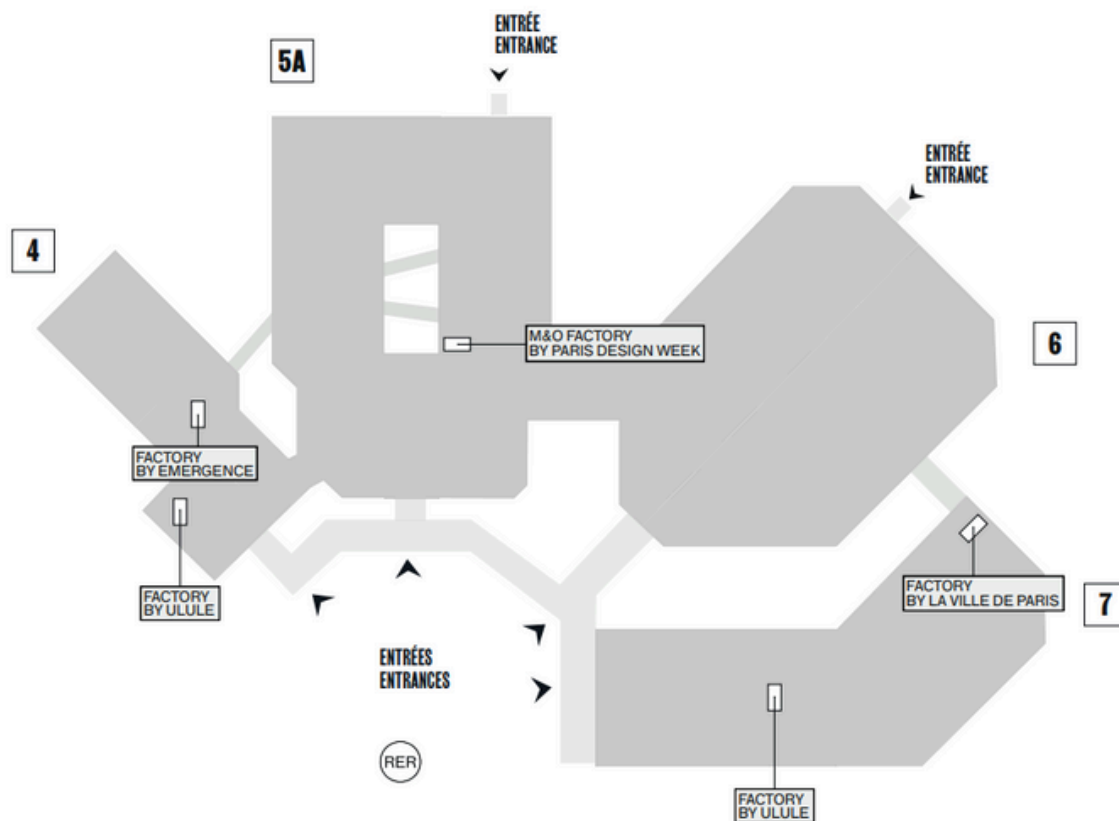
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Introduction

From September 4 to 8, Maison&Objet will deploy a dedicated initiative to spotlight emerging young brands. Complementing its flagship programs—such as the Rising Talent Awards, which honors young creators, and Future On Stage, which highlights innovative companies—the Factory spaces, located throughout various sectors of the fair, will showcase a curated selection of recently launched young brands. This initiative fully embodies the uniqueness of this edition, which celebrates the creativity and energy of a new generation of inspired designers. It is a natural continuation of Paris Design Week Factory, held every September, which helps young designers take their first steps right after graduation. Following this initial spotlight, Maison&Objet offers these young brands and creative studios the opportunity to break into the international market. This phased support, unique in Europe, firmly establishes the Paris fair as an essential hub for creativity.

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PARIS
04-08
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Thematic Spaces Across the Fair

La Factory by Ulule

Ulule partners with Maison&Objet to showcase a curated selection of around twenty young brands funded through crowdfunding. Ulule is Europe's leading crowdfunding platform. Through donations, in-kind contributions, and training programs, Ulule supports young companies in their creative and innovative projects. Two Factory by Ulule exhibition spaces are dedicated to these brands. The first, located in the Cook & Share sector, reinvents the Art of the Table and Gourmet lifestyle. The second explores new trends in the gift and childhood universe within the Gift & Play sector. In Cook & Share (Hall 4), the young brand OSCO offers a range of non-alcoholic aperitifs made from grapes, playfully and colorfully crafted for cocktails. At Maison Primavera, Mathilde and Marine aim to enchant the home again with artisanal ceramics and textiles made in the Grand Est region. Alizée and Clément founded Les Petits Architectes and invented a knife that allows children to safely slice food — a patented innovation developed in collaboration with occupational therapists and chefs. In Gift & Play (Hall 7), Fabli is an interactive, educational reader for children aged 0 to 10, screen-free, designed to play music, stories, and soothing sounds. Dr. Jonquille & Mr. Ail offer organic, reproducible seeds, themed gardening kits, and many original, fun gardening products. Their free mobile app introduces users to responsible gardening. Also to discover: Loumio Paris, a brand designing swimsuits and matching clothing with UPF 50+ UV protection. For every challenge today, there's a solution for tomorrow. Many other innovative brands await discovery at the Factory by Ulule spaces.



Factory by the Ville de Paris

The City Hall of Paris invests in Maison&Objet to showcase emerging talents based in the capital. Located in Hall 7, at the crossroads of the Fashion & Accessories and Fragrance & Wellness sectors, the Factory by the City of Paris highlights about fifteen young Parisian brands from these two universes, some of whose creations have received the “Made in Paris” label. The jewelry brand SŒUR & MER not only designs high-fashion and fine jewelry pieces near Place de la Madeleine, but also crafts its jewels in recycled solid gold and silver, drawing inspiration from natural architectures—especially oceans—with which it aims to create an unbreakable bond. Near the Bonne Nouvelle Metro station, Atelier Penso recycles dormant leather stocks from major luxury houses to create durable and repairable leather goods collections. Still working with leather, but sourced from agro-food industry leftovers, Possery is a new ready-to-wear brand “made in the 11th arrondissement.” The material, tamed by the workshop artisans, dresses timeless clothing and accessories meant to be passed down. This is just a tantalizing sample of a rich and innovative selection to discover at the Factory by the City of Paris space. Mr. Nicolas Bonnet Oulaldj, Deputy Mayor in charge of Commerce, Crafts, Liberal Professions, Artistic Trades, and Fashion, explains:

“The Made in Paris label carries a strong ambition: to relocate production at the heart of our city and restore a rightful place to craftsmanship in our neighborhoods. It highlights creations designed and made in Paris, in workshops that sustain a local, sustainable, and deeply human economy. By partnering with Maison&Objet, the City showcases the boldest and most rooted creations Paris produces: carefully crafted objects, skills passed on, and jobs that cannot be outsourced. Supporting Made in Paris means defending a city that creates, a city that produces, a city where every neighborhood can once again become a place of making and empowerment.”



©Possery



©Atelier Penso



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Factory by Paris Design Week

For 15 years, Paris Design Week Factory has offered recent graduates the opportunity to showcase their creations for the first time to professionals and the public in the Marais district of Paris. With the Factory by Paris Design Week space, Maison&Objet now takes the baton by offering six former participants a unique commercial springboard. At the Villepinte exhibition center, they dive into the deep end of B2B, with a turnkey presentation space within the Design District in Hall 5A, complemented by enhanced visibility and communication. These young, creative, and innovative designers present products that are undoubtedly a reflection of tomorrow's design. At this crucial stage of developing their projects, this opportunity enables them to accelerate the commercialization of their creations. Structuring a collection, setting pricing, managing production deadlines, delivering worldwide... All exhibitors agree: participating in Maison&Objet requires solid expertise. That's why Maison&Objet supports young brands in their professional development.





Spotlight on Emerging Brands: The Factory Emergence Space

On the occasion of the Maison&Objet fair, taking place from September 4 to 8, 2025, a new 24 m² space called Factory by Émergence will spotlight young French brands specializing in tableware and kitchen accessories. Located at the heart of Hall 4 “Cook & Share,” Factory by Émergence is an initiative led by the Confédération des Arts de la Table, with support from Francéclat and industry stakeholders (Synetam, CICEF, FFEF, and Maison&Objet). Its goal is to highlight the creativity and energy of emerging businesses while addressing market expectations.

A call for applications is now open!

Selected brands will benefit from:

A central location and turnkey shared scenography

Increased visibility through collective communication

Eligibility criteria:

- Be a French brand
- Less than 10 years in existence
- Offer a creative and distinctive approach

In the City, Paris Design Week Factory

From September 4 to 8, Paris Design Week Factory expands beyond the usual venues into the Marais district of Paris, with five locations dedicated to young creators. For emerging French and international talents, it is the opportunity to showcase their prototypes or self-editions for the first time, sometimes right after graduation. For the public and professionals alike, this much-anticipated event in the capital offers a window into the design of tomorrow. This year, all candidates were selected by Jean-Baptiste Anotin and Thibault Huguet from the Meet Met Met collective. In 2024, these two designers curated the Communes Space, dedicated to collection design. For the 2025 edition, they also designed and staged a new publishers and craft design space at Galerie Joseph — 116 rue de Turenne — devoted to craftsmanship, a strong trend gaining ground among young designers. Paris Design Week Factory is now organized around four themes, featuring 150 designers from thirty countries. At 17 rue Communes, the gallery presents collectible design, while publishers and craft design are showcased in two locations at 84 and 116 rue de Turenne. Finally, two galleries host Design in China at 7 rue Froissart and 97 rue de Turenne.



**PARIS
DESIGN
WEEK**

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 serves as a catalyst for establishing Paris as a leading destination for global creative talent.



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