

THE INNOVATIVE LIFESTYLE RENDEZ-VOUS

PRESS RELEASE

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MAISON&OBJET SEPTEMBER 2025: A CATALYST FOR TALENT AND A REVEALER OF TRENDS



Fair Maison&Objet S25 © Anne-Emmanuelle Thion

MAISON & OBJET

NEW & NOW

In September, **Maison&Objet** opened a new chapter, freeing both spaces and **imaginations**. It remains the only event in the world within the design and decoration sector to offer, in perfect resonance, both a professional trade fair and a citywide itinerary through Paris Design Week. Maison&Objet embodies a unique and global vision of contemporary creation.

Against a backdrop of international turbulence, Maison&Objet asserts itself as far more than a trade fair: **a catalyst for trends, a showcase for talent, and a committed player in the transformation of lifestyles**. Paris emerges as an open-air stage—vibrant and bold—where a new creative generation expresses itself with complete freedom.

This edition was conceived as a laboratory of ideas, a ground for experimentation where objects became living manifestos, at the crossroads of design, craftsmanship and technology.

As a springboard for new brands, the fair also reached a record number of first-time participants, reflecting this dynamic (626 in total).

This inspired dialogue, the new DNA of the September edition, will continue to unfold with an ever more embodied vision in September 2026.



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The fair reaffirmed its role as an international catalyst, unveiling the talents of tomorrow and reinventing our relationship with objects, interiors and the world at large.

- **Cook & Share:** the art of dining and conviviality
- **Decor & Design:** decoration and interior design
- **Craft – métiers d'art:** artisanal savoir-faire
- **Fragrance & Wellness:** home fragrance and wellbeing
- **Fashion & Accessories:** fashion and accessories
- **Gift & Play:** gifts and games



KEY FIGURES OF THE SEPTEMBER EDITION

Visitors

- **51,500** unique visitors
- **10,400** new visitors
- **138** country represented
- **62%** French visitors
- **38%** international visitors

Top country visitors

1. **France**
2. **Belgium**
3. **Italy**
4. **Germany**
5. **Netherlands**
6. **United Kingdom**
7. **Spain**
8. **Switzerland**
9. **United States**
10. **Portugal**

Top brands by country

1. **France**
2. **Belgium**
3. **Italy**
4. **Germany**
5. **Netherlands**
6. **Spain**
7. **United Kingdom**
8. **Thailand**
9. **Denmark**
10. **South of Korea**

The brands

- **2 125** brands
- **626** new exhibitors
- **58** country represented
- **974** French brands
- **1,151** international brands

This edition generated over **€111 million in economic impact for the region**. These expenditures reflect the fair's significant influence in terms of accommodation, catering, transport and local commerce

MAISON&OBJET

NEW & NOW

KEY FIGURES OF THE SEPTEMBER EDITION

Maison&Objet on social media

- Instagram : 111M
- Facebook : 715K
- Pinterest : 65K
- LinkedIn : 81K
- TikTok : 29K

MOM (Maison&Objet And More)

- 3 millions visits per years
- 372 000 professional buyers in the sector
- 60% distributors
- 40% specifiers
- 6 000 brands
- 32 000 products available for sale



Fair Maison&Objet S25 © Anne-Emmanuelle Thion

HIGHLIGHTS OF THE FAIR AND ITS MULTIFACETED CREATIVE NARRATIVES

Amélie Pichard, a disruptive artistic vision

This edition, under the banner of renewal, invited the bold and unclassifiable creator Amélie Pichard to lead an out-of-the-box reflection on the evolution of our lifestyles.

She signed **WELCOME HOME - An Open House, Open to All**, a manifesto installation that **was alive and unconfined, celebrating freedom of creation and accessibility in design**. Over 150m², 300 objects were staged as characters on a theatre set, each playing their own part.

Recycled, reimagined, hybrid, artisanal, singular, mischievous... these “object-actors” questioned what design can become once removed from the showcase. Conceived as a living home, **the open-plan space expressed the complementarity of the fair’s six sectors and showcased the new guard of design**.



Welcome Home by Amélie Pichard - Fair Maison&Objet S25 © Anne-Emmanuelle Thion

Each room was embodied by a brand or creator, including Morgane Tschiember, Gabbois, Policronica, Airborne, Trône, Non Sans Raison, Musée Rodin, Anne Krieg, Bosc Design...

At the centre, a teapot-house designed by ceramist **Blumen** embodied the dialogue between craftsmanship, imagination and materiality.

WELCOME HOME was not a display, but an open stage, a playground for free spirits



Welcome Home by Amélie Pichard - Fair Maison&Objet S25 © Anne-Emmanuelle Thion



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Design District, a thriving incubator

In September 2025, Maison&Objet established itself as a forward-looking observatory for a new generation turned towards the future. At its heart, the **Design District**, set within Hall 5A, was placed under the artistic direction of the **Hall Haus** collective, which conceived an immersive scenography and an exclusive limited-edition furniture collection, embodying a bold vision of contemporary design.

New brands recognised themselves within this strong-identity ecosystem and joined it, such as Transparent, with its contemporary-design speakers, or Clovi Paris, with seating pieces dressed in Haute Couture fabrics. In total, **52 brands** shaped this universe, many of them newcomers exhibiting at the fair for the very first time. An area set to return in September 2026.



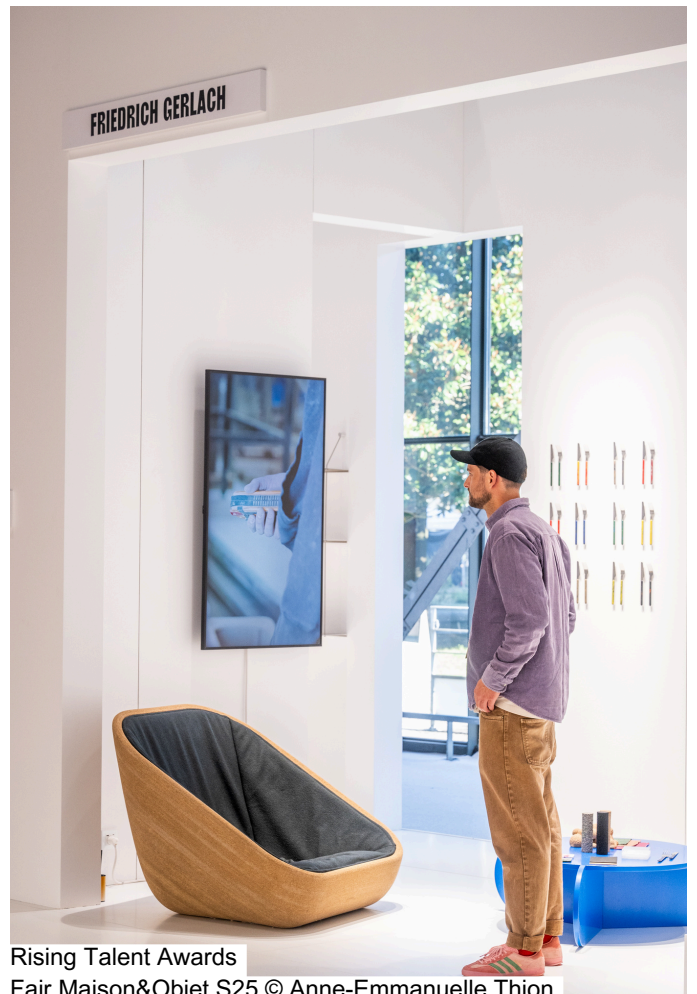
This hub of creative effervescence also hosted the new wave of German design through the Rising Talent Awards, highlighting the precision, functionality, and ingenuity of promising young designers.



Rising Talent Awards
Fair Maison&Objet S25 © aethion



Rising Talent Awards
Fair Maison&Objet S25 © Anne-Emmanuelle Thion



Rising Talent Awards
Fair Maison&Objet S25 © Anne-Emmanuelle Thion

The sixth edition of **Future on Stage** revealed three young innovative companies selected by a prestigious jury, **each embodying a fresh approach to design, technology or use:**

- DROBE (Norvège)
- YUSSEE (France)
- HILO (Monaco)



The **Factory areas**, genuine springboards for young design brands, occupied a central place in Hall 5A. Among them, **Factory by Paris Design Week** offered six young designers a turnkey space **to structure their offer**, test their production and meet key market players. This programme was also echoed by four inspiring exhibitions across the city, focusing on collectible design, publishing, craft and China.

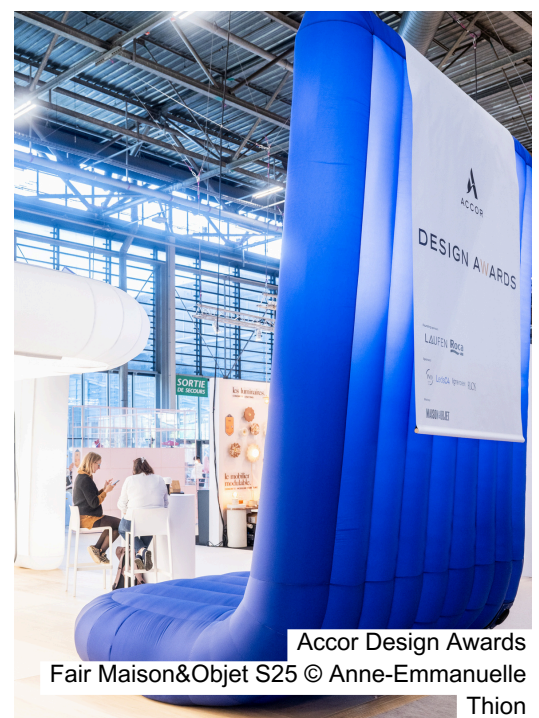
A generation of committed creators, carrying singular narratives and responsible approaches, expressed themselves both “on” and “off”.

In partnership with **Ulule**, the European leader in crowdfunding, two additional Factory spaces also showcased a selection of innovative, public-backed brands, while the **City of Paris** took part by honouring local expertise through its vibrant Parisian scene and exceptional artisans.





Finally, Maison&Objet hosted **the 2025 edition of the Accor Design Awards**, in partnership with Novotel, around a major challenge: to imagine a sustainable, low-carbon hotel room without compromising the guest experience. This international competition brought together more than 100 projects from 16 schools in 11 countries, with the 10 finalists revealed during the fair. **An initiative illustrating Accor Group's commitment to responsible hospitality, linked to ocean preservation and the new ways of travelling.**



Cook & Share : when the table becomes an art form

Held exclusively in September, the **Cook & Share** sector set the table around the theme **of beauty**. Lifestyle enthusiasts discovered the latest trends in hospitality, while the Gourmet area showcased exceptional culinary creations and savoir-faire. **Both emerging and established brands crafted a tailor-made menu designed to awaken the senses.** Among the guests of honour were leading names in cutlery, cookware and gourmet decoration.

In Hall 4, the **Factory by Émergence** space highlighted the new generation of tableware. Supported by the Confédération des Arts de la Table and Francéclat, this initiative enabled young brands to present innovative, responsible collections attuned to new ways of living. Conceived as an acceleration platform, it fostered encounters between creators, buyers and international tastemakers, while unveiling the future faces of the art of entertaining.

Finally, the **Cook & Share Rendez-Vous by la Filière France**, organised in partnership with Synetam and the Confédération des Arts de la Table, encouraged exchanges within a convivial space punctuated by round tables and talks.



Talks : design and lifestyle experts take the stage

As a hub for encounters and exchanges between professionals and key players decoding tomorrow's trends, the fair once again opened the debate through a programme of 23 conferences and round tables featuring distinguished speakers.

From hospitality to retail, cutting-edge solutions for interior architecture to exceptional creators, the stage welcomed actor and director **Thomas Jolly**, **Elodie Piège**, CEO of Maison Piège, **Sophie Salager**, President of Manufacture de Coulevre, designer and interior architect **Edgar Jayet**, German designer **Sebastian Herkner**, artist-decorator **Vincent Darré**, illustrator and designer **Marin Montagut**, Chef **Mory Sacko** and many more.

(All conferences from the September 2025 edition are available now on Maison&Objet's YouTube channel.)



The Talks - Thomas Jolly
Fair Maison&Objet S25 © Gabriel Amiard



The Talks
Fair Maison&Objet S25 © Gabriel Amiard

Presentation of the Women&Design Innovation Awards at Maison&Objet September

The **Women & Design Innovation Awards** were presented for the very first time during the conference held on Saturday 6 September at Maison&Objet, honouring two inspiring laureates:

- **Elaine Yan Ling Ng**, designer, artist and technologist based in Hong Kong, founder of **The Fabrick Lab**, renowned for her environmentally responsive, biomimetic textiles.
- **Sophie Salager**, Director of the **Manufacture de Coulevre**, who has breathed new life into this jewel of French industrial heritage through a sensitive and entrepreneurial approach.

This award celebrates women who are reinventing contemporary design with boldness, innovation and commitment.

Launched in September 2024, the initiative has already brought together nearly 200 women and men through five dinners organised around the world. The next dinner will take place in Hong Kong this December during Maison&Objet Interiors Hong Kong. The journey will continue in 2026 with further dinners, new Women & Design Innovation Award laureates, and many more initiatives supporting the promotion of women in the design industry.



Women&Design Innovation Awards
Fair Maison&Objet S25 © Gabriel Amiard



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In a complex economic context, both in France and in key strategic markets such as Germany, India, and the United States, which are now facing new trade barriers—Maison&Objet and Paris Design Week have managed to stand out.

By injecting innovation, energy, creativity, and a touch of the exceptional, we have provided professionals, both distributors and specifiers, with the opportunity to discover new offerings and generate real business momentum.

While caution might seem the logical approach, we have instead witnessed a strong determination among industry players to stay proactive and continue investing. A powerful and hopeful signal for the entire sector. The repositioning of our sectors, Decor & Design, Gift & Play, Fragrance & Wellness, Cook & Share, and Fashion & Accessories, has clarified the reading of the offer and shone a spotlight on a new generation of brands. In the Design District, a new wave of young designers brought a breath of fresh air and boldness.

And let's not forget Craft - métiers d'art, which continues to celebrate and promote artisanal craftsmanship with strength and singularity. Finally, with Paris Design Week, the entire city of Paris resonated with design. Established brands opened their doors, multiplying unique experiences and reaffirming the capital's role as a key stage for contemporary creation."

Philippe Delhomme, President of the Executive Board (Maison&Objet, Paris Design Week & MOM)



Philippe Delhomme © DR



A CREATIVE DYNAMIC CARRYING FORWARD INTO JANUARY 2026 AND BEYOND

In September 2025, Maison&Objet marked a major turning point, asserting a 360° vision of design. The edition shook up conventions, unveiled new talents and practices, while orchestrating a seamless dialogue between “on” and “off”. Driven by the boldness of young creators and responsible approaches, it opened up new ways of inhabiting the world through design.

In January, from 15 to 19 January 2026, the focus will be on excellence, savoir-faire and French elegance.

On the programme: furniture in full expression and the unveiling of unique pieces at the crossroads of fine craftsmanship and contemporary design. Maison&Objet will draw on its roots to express an inspiring theme, translated into a variety of immersive experiences. **Seven halls will embody this vision across six sectors: Signature & Project, Decor & Design, Craft - métiers d'art, Fragrance & Wellness, Fashion & Accessories and Gift & Play.**



In January, Maison&Objet will once again propose an “on” and an “off”, each reflecting the other: Paris Design Week gives way to **Maison&Objet In The City**.

For the occasion, the French capital dons its festive attire with an itinerary of 100 addresses showcasing the Parisian ecosystem of excellence in decoration: decorators, interior architects, galleries, leading houses and exceptional artisans.

Highlights include:

- **Designer of the Year**: an emblematic figure honoured for their vision and impact on contemporary design.
- **Curatio**: a museum-style installation dedicated to collectible design.
- Three **What's New?** spaces: trend decoding in hospitality, retail and decoration.
- **Maison&Objet In The City**: exclusive scenographies in Parisian showrooms, at the very heart of the capital.
- A brand-new space within the **Signature** sector, embodying the French art de vivre.
- A **new exhibition** dedicated to craftsmanship.

The full programme for the January 2026 edition will be unveiled on Thursday 25 September during a press conference in Paris.



Meanwhile, **Maison&Objet Interiors Hong Kong** will return from **3 to 6 December 2025** with an enriched edition under the theme “**Crossroads**”, celebrating cultural convergence and sustainable innovation.

More information [here](#).



Maison&Objet Interieurs Hong Kong 2025 - Steve Leung - Design Showcase

In Paris, **Maison&Objet** is far more than a trade show: it is an international stage where design, furniture, decoration, and the art of living are fully expressed and connected to their market.

Through **its two annual editions—15–19 January 2026 and 10–14 September 2026—**Maison&Objet showcases brands and their collections to an international audience, connecting them with the sector’s most influential buyers and tastemakers.

The goal: to create sustainable and strategic business opportunities.

This momentum continues year-round thanks to **the digital platform MOM** and our mobile app, which facilitate networking, sourcing, and reordering. Brands, retailers, architects, hoteliers, and creatives alike gain continuous access to trends, inspiration, and professional connections.

The Maison&Objet ecosystem is a unique synergy of French art de vivre, innovation, emotion, and savoir-faire. A global platform, both physical and digital, designed to inspire, connect, and support brand growth—365 days a year.



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About Maison&Objet

Since 1994, Maison&Objet (SAFI, a subsidiary of Ateliers d'Art de France and RX France) has been bringing together and energizing the international community of decoration, design, and lifestyle.

Its hallmark? The ability to spark meaningful international encounters, boost the visibility of brands that join its trade shows or digital platform, and a unique instinct for highlighting the trends that will set the tone for the global décor scene. Maison&Objet's mission is to reveal new talent, provide opportunities for inspiration and exchange—both online and offline—and support business growth.

Through two annual trade shows reserved for professionals and Paris Design Week, which enlivens the city and engages the general public each September, Maison&Objet serves as a vital barometer for the industry. Since 2016, its online platform MOM (Maison&Objet and More) allows buyers and brands to continue connecting, launch new collections, and build relationships beyond physical events. Weekly features of new products keep the sector buzzing year-round. In 2023, Maison&Objet expanded its digital services, turning MOM into a full-fledged marketplace.

On social media, the discovery continues daily for a community of nearly 2 million active professionals across Facebook, Instagram (with over 1 million followers), Twitter/X, LinkedIn, Xing, WeChat, and TikTok. Depuis 1994, Maison&Objet (SAFI, filiale d'Ateliers d'Art de France et de RX France), anime et fédère la communauté internationale de la décoration, du design et de l'art de vivre.

As a flagship event of the Paris Capitale de la Création label, Maison&Objet acts as a catalyst in positioning Paris as one of the leading hubs of attraction for international creatives.



Rising Talent Awards
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