



MAISON&OBJET - APPOINTEMENT

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SAFI appoints Vincent Lhoste as Chief Executive Officer to support the development of the Maison&Objet ecosystem

(Maison&Objet - MOM - Paris Design Week - Maison&Objet In the City - Maison&Objet Interiors Hong Kong)

A leader with an international background to support the development and enhancement of the decoration, furniture and design industry, strengthen proximity with clients through strong commercial expertise, expand the brand's global footprint and open a new phase of growth.



Portrait of Vincent Lhoste, Chief Executive Officer of SAFI

Paris, January 5, 2026 - SAFI announces the appointment of Vincent Lhoste as Chief Executive Officer.

With a rich international career rooted in the development of ambitious projects, Vincent Lhoste will be tasked with accelerating the strategic momentum and global influence of the Maison&Objet ecosystem, in France and internationally.

An international profile serving transformation and growth

A recognized professional in the exhibitions and travel industries, Vincent Lhoste spent nearly ten years with Reed Exhibitions (RX), where he notably led the development of the World Travel Market portfolio from the London headquarters. He played a key role in the international expansion of the show, overseeing the launch of WTM Latin America (Brazil) and WTM Connect Asia (Malaysia), thereby strengthening the brand's presence in key markets.

His career also led him to hold senior executive positions at TUI France (Deputy CEO), then at AXA Travel Insurance in London and AXA Partners US in Chicago, where he served successively as Global Chief Commercial Officer and Head of Sales North America. Prior to joining SAFI, he was CEO of Kalima Blockchain.

These experiences have enabled him to develop deep expertise in B2B, international strategy,

organizational transformation and the management of innovative projects, particularly in the tech/digital and services sectors.

An appointment to support growth and strengthen Maison&Objet's leadership position

His arrival marks a new milestone for SAFI, supported by committed and experienced teams. The ambition is clear: to continue and amplify Maison&Objet's leadership in the furniture, decoration and lifestyle markets; to strengthen collective dynamics; and to support the growth of brands and professionals, both in France and on the international stage.

This new momentum is part of the brand platform's overall strategy, which today brings together:

- Maison&Objet (January and September)
- Paris Design Week
- MOM (Maison&Objet and More)
- Maison&Objet In the City
- Maison&Objet Interiors Hong Kong, the first step in a reinforced international development strategy

Vincent Lhoste, Chief Executive Officer of SAFI

"Maison&Objet: strengthening the essentials, opening up new possibilities.

Maison&Objet is a unique meeting point for international creativity. My ambition is to support and reveal this singularity, to remain closely aligned with the expectations of brands and buyers, and to build-with humility and determination-the next stage of its development.

The objective is clear: to make Maison&Objet the only event, on this international scale, that brings together inspiration, business and immersive experiences-and also the best marketing investment for its exhibitors and partners."

Philippe Delhomme, President of SAFI

"I am pleased to announce the appointment of Vincent Lhoste as Chief Executive Officer of SAFI. His international background, his in-depth knowledge of the exhibitions industry and his experience in organizational transformation are major assets for SAFI and for the entire Maison&Objet ecosystem, which brings together international trade shows, digital platforms (MOM), events (Paris Design Week, In the City), international presence (Hong Kong), content and professional communities.

This appointment reflects a clear ambition: to further strengthen our listening and support for the entire furniture, decoration and lifestyle community. With Vincent, we will deepen our client relationships, enrich the experiences we offer, reinforce our international presence and create even greater value for brands, buyers, specifiers and all professional visitors and users.

Our mission remains unchanged: to inspire, deliver immersive experiences, connect stakeholders and develop the business of brands, manufacturers, designers, distributors, architects and decision-makers on an international scale."

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