

THE INNOVATIVE LIFESTYLE RENDEZ-VOUS

PRESS RELEASE

23 JAN. 2026

MAISON&OBJET JANUARY 2026: DESIGN RECONNECTS WITH ITS ROOTS, EXCELLENCE TAKES CENTRE STAGE



MAISON&OBJET

At MAISON&OBJET, a place where emotion fuels meaning, and meaning fuels business opportunities.

In January, the world gathered in Paris for a **Maison&Objet** edition unanimously acclaimed for its ambitious programme, immersive scenographies and rich offering, bringing together **2,294 brands**, including **543 new exhibitors**. A **360° panorama of creativity**, with **148 countries represented**.

Amid strong mobilisation from key buyers across the sector, the event once again confirmed the high **quality and relevance of its international audience**. With nearly 67,286 unique visitors, the Italian, Belgian and Spanish markets continued their growth momentum, with a notable increase from Belgium (+10 %) and a particularly strong rise from China (+30 %), illustrating the renewed international appeal of the offer.

Among the exhibitors, international pavilions - particularly from Italy, Spain, Tunisia and Morocco - showcased their countries' craftsmanship and expertise, underscoring the show's role as an essential marketplace to support the development of brands in the decoration and lifestyle sectors.



Maison&Objet January 2026 trade show © Anne-Emmanuelle Thion

The January edition in figures

Visitors

- **67,286** unique visitors
- **92,776** total visits
- **148** countries represented
- **56 %** French visitors
- **44 %** international visitors

Top Visitor Countries

- **France:** 37,606
- **Italy:** 4,095
- **Belgium:** 3,731
- **Netherlands:** 2,183
- **United Kingdom:** 2,086
- **Spain:** 2,014
- **Germany:** 1,950
- **United States:** 1,354
- **Portugal:** 1,139
- **Switzerland:** 1,090
- **China:** 1,022

Top Brands by Country

- **France:** 924
- **Italy:** 288
- **Belgium:** 154
- **Spain:** 123
- **Netherlands:** 118
- **Germany:** 76
- **Japan:** 76
- **United Kingdom:** 58
- **Denmark:** 57
- **Portugal:** 49

Brands

- **2,294** brands in total
- **543** new exhibitors
- **49** countries represented
- **922** French brands
- **1,372** international brands

MAISON&OBJET

The January edition in figures

Maison&Objet social media

- Instagram: 1.1M
- Facebook: 715K
- Pinterest: 65.4K
- LinkedIn: 85K
- TikTok: 30K

MOM (Maison&Objet And More)

- **3 million** visits per year
- **385,000** professional buyers in the sector
- **60 %** distributors
- **40 %** specifiers
- **6,000** brands



Maison&Objet January 2026 trade show © Anne-Emmanuelle Thion

Maison&Objet has returned to its roots: **exceptional craftsmanship and contemporary design**, at the heart of its DNA for over thirty years; a story built alongside its long-standing shareholder, **Ateliers d'Art de France**. This deliberate return to fundamentals was embodied by the prominent role of the **Fine Craft - métiers d'art sector** - at the core of its overall offering. For this edition, the fair drew on its roots to shape the story of **Past Reveals Future**, the theme that inspired this edition.

"What struck me most during this January session was the resurgence of a powerful sense of emotion from the moment you entered the fair, driven by ambitious and unapologetic scenography, faithful to Maison&Objet's DNA. This energy is owed as much to the commitment of our teams as to that of the exhibitors, who chose to fully invest in their stands to create genuine experiences. Many visitors spoke to me about this rediscovered "wow" effect, which encourages visitors to slow down, observe, and let themselves be surprised.

This January 2026 edition confirms that Maison&Objet remains a place where emotion gives meaning, and where meaning fuels business opportunities." (Philippe Delhomme, Chairman of the Executive Board of SAFI, organiser of Maison&Objet).



Philippe Delhomme - Say who ©Jean Picon

Furniture was presented in all its splendour, often as an extension of a gesture. A lived-in design came to life. New brands, key French publishers making a return, and designers contributed to an offering focused on innovation, aimed at a community of professionals seeking wonder and coming to meet their new partners.

The only event in the world in the design sector to offer, in dialogue, a professional fair and a citywide experience through **Maison&Objet In The City**, Maison&Objet embodies a unique and holistic vision of the creative market.

More than a fair, Maison&Objet nurtures an **international community to connect, support, inspire, and reveal** ambitious visions of the art of living throughout the year. From physical events to digital platforms via **its MOM marketplace**, Maison&Objet shines all the way to Asia with **Maison&Objet Intérieurs Hong Kong**. Today, the ecosystem reaffirms a plurality that is its strength. Following an exceptional edition that generated nearly €200 million in direct and indirect benefits for the Île-de-France region, Maison&Objet confirms its role as an essential partner for professionals in decoration, design, and the art of living, supporting them in accelerating their growth and conquer new markets. In 2026, Maison&Objet is set to write a new chapter in its history, with the arrival of Vincent Lhoste as CEO of SAFI, marking a turning point for its entire ecosystem.



Vincent Lhoste
Maison&Objet trade show, January 2026

“This edition of Maison&Objet confirms more than ever its status as a leading international business platform.

The strength of the offering was particularly notable, with a real complementarity between the Maison and the Objet, serving a market in motion.

*Exhibitors say it clearly: the quality of visitors, especially international ones, is outstanding, with engaged buyers, concrete projects, and swift decision-making. **Maison&Objet is a fair where meetings turn into opportunities and orders: this is where business gets done.*** (Vincent Lhoste, CEO of SAFI, organiser of Maison&Objet)

Next event: September 2026!

Save the date: a press conference in Paris in March 2026 will unveil the key news for the September fair, which will take place from the 10th to the 14th.



Maison&Objet January 2026 trade show © Anne-Emmanuelle Thion

SCENOGRAPHIC INVESTMENTS, THE CURATION OF A COMPREHENSIVE OFFERING, AND THE CREATION OF UNIQUE WORLDS CAPTURE A TREND-SAVVY AUDIENCE

In January 2026, the fair was organised into **six sectors: Signature & Projects, Decor & Design, Fine Craft - métiers d'art, Fragrance & Wellness, Gift & Play, and Fashion & Accessories.** Spread across seven halls, the offering was designed around the inspirational theme **PAST REVEALS FUTURE**, a timeless concept at the crossroads of trends and imagination. Exclusive installations by various talents from the contemporary scene punctuated an inspired journey through the fair.

The ***What's New?In Hospitality*** space by interior architect **Rudy Guénaire**, ***What's New?In Decor*** by **Elizabeth Leriche**, and ***What's New?In Retail*** by **François Delclaux** guided visitors through the offering by decoding the latest sector trends and sharing their vision of the link between past and future.



What's New?In Decor by Elizabeth Leriche
Maison&Objet trade show J26
©Anne-Emmanuelle Thion



What's New?In Hospitality by Rudy Guénaire
Maison&Objet trade show J26
©Anne-Emmanuelle Thion



What's New?In Retail by François Delclaux
Maison&Objet trade show J26
©Anne-Emmanuelle Thion

The **2026 Designer of the Year, Harry Nuriev**, created a space that reflects his own identity, guided by the values of *Transformism*, the title of his manifesto. A futuristic vision, with a silver patina, responding to the edition's theme ***Past Reveals Future***.



Designer of the Year 2026 Harry Nuriev Maison&Objet trade show J26 ©Anne-Emmanuelle Thion



Designer of the Year 2026 Harry Nuriev Maison&Objet trade show J26 ©Anne Emmanuelle Thion

The **Curatio** Village, following a highly praised inaugural edition, returned for a second season, showcasing **60 pieces of sensitive design**, carefully selected by artistic director **Thomas Haarmann**. A lifestyle in perfect harmony took shape at the heart of the **Signature** sector.



Curatio by Thomas Haarmann
Maison&Objet trade show J26 ©Piet Albert Goethals



Curatio by Thomas Haarmann
Maison&Objet trade show J26 ©Piet Albert Goethals



Curatio by Thomas Haarmann Maison&Objet trade show J26 ©Piet Albert Goethals

On the **Fine Craft – métiers d'art** side, **In Materia** by **Elizabeth Leriche** reimagined the relationship with the object. Visitors were moved by the touch of wood, fibre, glass, clay, and stone, while the coppersmith **Elie Hirsch**, adored by luxury houses Dior, Loewe, Schiaparelli, Balmain..., mastered the material at the entrance of Hall 5A.



IN MATERIA – Maison&Objet trade show J26 © Anne-Emmanuelle Thion



Maison&Objet January 2026 trade show © Anne-Emmanuelle Thion

New worlds emerged with the **Manufactures d'Excellence** village, created for this inaugural edition in partnership with **EPV**, the Excellence Network of the National Association of Living Heritage Companies. Twenty exceptional companies took part, showcasing the finest French heritage craftsmanship for the contract sector.



MANUFACTURES D'EXCELLENCE

Maison&Objet trade show, January 2026 © Anne-Emmanuelle Thion



MANUFACTURES D'EXCELLENCE

Maison&Objet trade show, January 2026 © Anne-Emmanuelle Thion

Pet Square made its debut at the heart of the **Gift & Play** sector, featuring a curated selection of cutting-edge brands dedicated to our four-legged companions! Trendy accessories, comfortable and multifunctional items, decorative goodies... A distinctive and original selection, perfectly on-trend for retail, found its audience.



Ugo2 Gift & Play Pet Square

Maison&Objet trade show J26 © Francis Amiand



Pompon & Pets Gift & Play Pet Square

Maison&Objet trade show J26 © Francis Amiand

Finally, the **Outdoor Living** sector was showcased with mastery, featuring 50 international brands. Outdoor furniture was reimagined in continuity with a stylised interior décor. Another vision of the art of outdoor living took shape.



TUUCI Outdoor
Maison&Objet trade show J26 © Anne-Emmanuelle Thion



CINNA Outdoor
Maison&Objet trade show J26 © Anne-Emmanuelle Thion

The January 2026 edition, conceived as a 360° exploration of the new dynamics in design and decoration, established itself as a catalyst for innovation and engagement, confirming its position as a benchmark for industry professionals.

The Talks

At the heart of the buzz of the trade show, the **The Talks** space and its inspiring dialogues on the creative challenges of tomorrow brought together professionals seeking to learn, train, and make valuable connections. Between lifestyle experts and visionary international figures, 27 expert-led conferences animated the stage. From hospitality to retail, cutting-edge solutions for interior design to exceptional creators, and analyses of the latest trends, the debates were both lively and wide-ranging.

Among the notable figures present were filmmaker **Cédric Klapisch**, socially engaged designer **Yves Béhar**, interior architect of the **Orient Express** **Maxime d'Angeac**, **Designer of the Year** **Harry Nuriev**, as well as **Luca Pronzato**, founder of **We Are Ona**, who came to share his vision of the fine-dining restaurant of tomorrow.



Maison&Objet trade show J26 © Anne-Emmanuelle Thion
Luca Pronzato – Harry Nuriev – Alexis Bijaoui – Clara Le Fort

WOMEN&DESIGN BY MAISON&OBJET

Women&Design by Maison&Objet brought its community together for an exclusive dinner at the **Hôtel de Crillon, A Rosewood Hotel**. The evening gathered key figures from the industry, alongside male allies committed to supporting and elevating women-led projects. **Women&Design by Maison&Objet** is a community of talent and leaders from the creative industries, celebrating the boldest female visions in design, with a spirit of openness and shared commitment.



Women&Design J26 – Hôtel de Crillon
Say who © Jean Picon

Maison&Objet In The City

Maison&Objet also offers an exceptional city experience with **Maison&Objet In The City**. Curated with precision by the sharp eye of the Maison&Objet teams, it featured nearly 150 of the finest addresses in high-end décor, with key figures from the Parisian scene inviting visitors to discover exhibitions and exclusive spaces with a sense of wonder. Highlights included the **Invisible Collection** exhibition at **Féau Boiseries**, **Sandra Benhamou** at the **Dina Vierny Gallery**, and the apartment of **Gilles & Boissier**...



Assouline
Maison&Objet In The City – January 2026



Sandra Benhamou
Maison&Objet In The City – January 2026

MAISON&OBJET: A MAJOR RETAIL EVENT

A key event for recommendation and hospitality in January, **Maison&Objet** is also the historic retail trade show held twice a year. Several curated paths allowed visitors to explore key themes supporting organised retail, concept stores, and specialist shops navigating market changes:

the **Sustainable Path**, designed by a jury of independent experts;
the **French Made Path**; and the **Personalisation & Culture Path**.

Maison&Objet is also a long-standing relationship with exhibitors of its Retail offering. Here is a reflection on the experience in a few inspiring words:

*“For 12 years, **Maison&Objet** has been part of our story. It is a key event to meet an international clientele, particularly from Asia and the United States. What we love here is this unique energy: clients sometimes arrive straight from the airport to meet us at the trade show. Everything happens at **Maison&Objet** – the meetings, the passionate exchanges, the new collaborations.”* (Jacques Bijvoet, Artistic Director of Moismont)



Moismont - Fashion&Accessories Hall7
Maison&Objet trade show J26 ©FrancisAmiand

AN EXPERIENCE THAT CONTINUES ALL YEAR LONG ON MOM.

With over 20,000 products available for purchase during the trade show and throughout the year, **MOM** and its marketplace give buyers the opportunity to continue their purchasing momentum, placing orders without delay and building on their interactions with the brands.



THE MOM VILLAGE
Hall 6 – Maison&Objet trade show J26
© Anne-Emmanuelle Thion

About Maison&Objet



Vips And Friends 4 - Decor&Design
Hall4 - Maison&Objet trade show J26
©FrancisAmiand



Vetserie Di Empoli - Signature
Hall1 - Maison&Objet trade show J26
©FrancisAmiand

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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15-19 JAN. 2026
PARIS

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