
20-24 JAN. 2022

MAISON&OBJET

#MAISONETOBJET

Signature.

**AN EXCEPTIONAL EXPERIENCE
IN RESONANCE WITH YOUR BRAND POSITIONING**



WWW.MAISON-OBJET.COM

“When you come to Paris, it is indeed for the unique expert skills and art of living here, which remain truly exceptional.”

Philippe Brocart, Managing Director

Welcome
to Signature. Hall 7

A UNIQUE SHOWCASE FOR A PREMIUM PRODUCT OFFER

Is **Premium** the very essence of your brand?

We bring you all together to facilitate a fruitful interchange of experiences, expertise and **business.**

Providing stimulating **encounters**: those with the right buyer, the right brand and the right product...

It's our primary mission!

A FINELY CRAFTED SETTING

New developments designed for you and your future clients!

SIGNATURE.

A gathering of iconic brands that share uniqueness, innovation and expert skill, in the Signature sector, within the setting of Hall 7.
A bold, unifying inspiration theme: “New luxuries”, expressed through a number of inspiring spaces at the fair, staged and created by major names in design and decor.
Premium services for a unique experience.

A REAL FOCAL POINT

A real focal point for buyers and specifiers looking for exceptional design solutions: architects, decorators and project leaders for luxury hotel or high-end residential projects.

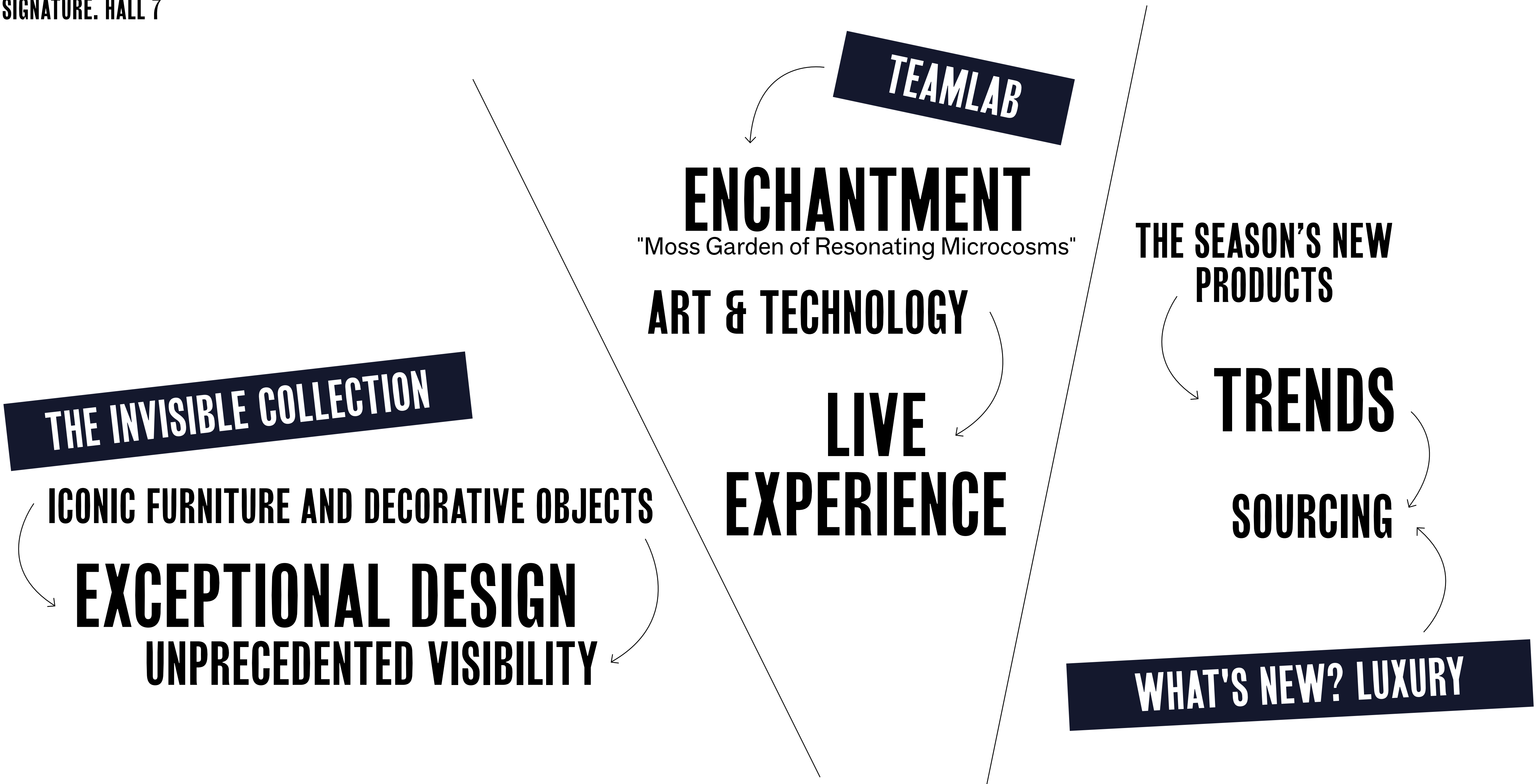
HALL 7

A UNIQUE SHOWCASE DEVOTED TO EXCELLENCE



A UNIQUE EXPERIENCE

TALKS
A NEW EXPERIENCE
TO ENJOY
EXHIBITIONS **INSTALLATIONS**



SIGNATURE. HALL 7

THE INVISIBLE COLLECTION

A HIGH-END DECORATIVE EXPERIENCE

Maison&Objet hosts The Invisible Collection, the first-ever online platform for exceptional designs from contemporary stars and young talents in decor.

In a setting designed by Émilie Bonaventure, The Invisible Collection offers its vision of sustainable luxury and excellence in craftsmanship by presenting furniture and objects that are sure to become the iconic pieces of tomorrow.



Osanna Visconti



Jeff Zimmerman



Studioparisien



Charles Zana



Sandra Benhamou



Hubert Le Gall

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SIGNATURE. HALL 7

TEAMLAB

AN ENCHANTED EXPERIENCE

Combining Art and Technology, Japanese collective teamLab returns to Maison&Objet Paris to present “Moss Garden of Resonating Microcosms”, a new, 100% immersive installation where nature meets the digital world.



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WHAT'S NEW? LUXURY

The focus will be on analysis of the “New luxuries” theme within the “What’s new? Luxury” space, dedicated to all that’s new and notable this season, spotted from amongst the brands present at Signature and selected by Goodmoods*.

A spotlight on new collections and an essential showcase for buyers and specifiers looking for new products and upscale decorative solutions.

*Goodmoods is a media and style agency that analyzes today’s and tomorrow’s trends, selects the most beautiful objects of the moment and talks to a community of creative people: decorators, designers, art directors, influencers.



THE EXPERIENCE CONTINUES

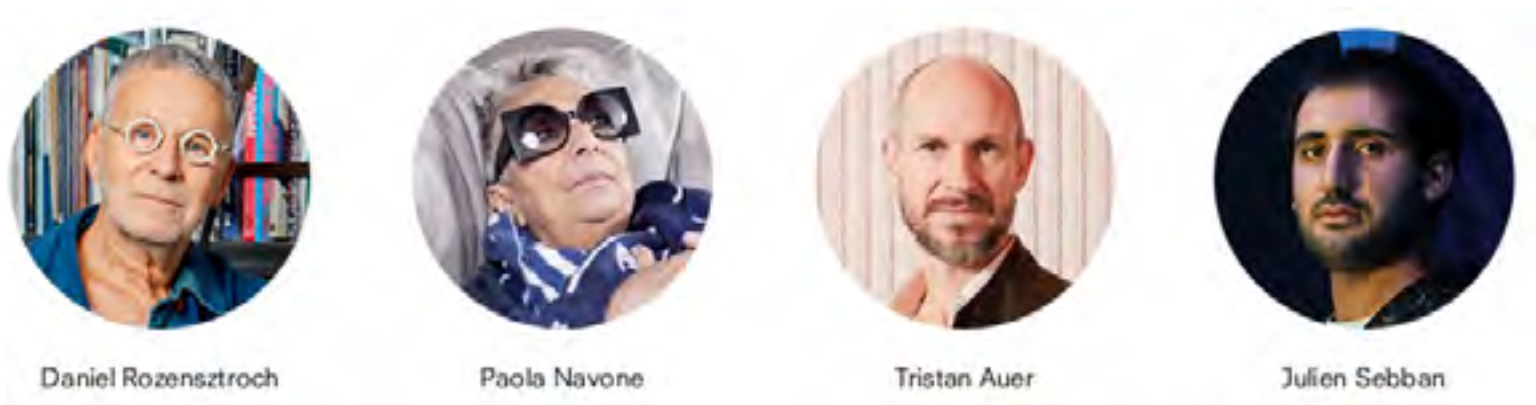
CARTE BLANCHE

Maison&Objet gives Carte blanche to iconic designers from a variety of stylistic universes (installation designers, interior designers, designers) to envision dining and rest areas and a memorable visitor experience...

La Cuillère
by **Daniel Rozensztroch & Paola Navone** / Café

La Plage
by **Tristan Auer** / Restaurant and Mariage Frères tearoom

Le Café
by **Uchronia** / Café



SIGNATURE. HALL 7

THE TALKS

20 CONFERENCES

A program of talks led by big names in design, decor and lifestyle.

- 5 days of encounters and discussions
- 4 major themes: Trends, Innovation, Lifestyle & Interior design,
- 20 conferences...

...that are sure to attract top-quality visitors to the heart of hall 7.

Keep an eye out for the program!



SIGNATURE SERVICES

FOR YOU & YOUR CLIENTS

EXCELLENCE IN SERVICES... AT THE SERVICE OF EXCELLENCE

As a Signature exhibitor, you will enjoy exclusive services so you can host your most important clients under preferential conditions.

CLUB ACCESS FOR 2 MEMBERS OF YOUR ORGANIZATION

You are entitled to access for 2 persons to the Club, a privileged space for meetings and networking.

A real business facilitator, the Club brings together the most influential French and international stakeholders in the Lifestyle market.

CLUB BADGES

Club badges allow you to invite your most important buyers or specifiers and help them benefit from exclusive services at the Club, the VIP space at the Maison&Objet Paris fair.

ACCESS TO A PRIVATE RESTAURANT

As a Signature exhibitor, you have priority access to a private restaurant within the Club, where you can invite your clients and partners.

CONCIERGE SERVICE

During the fair, you can enjoy a concierge service to make your restaurant and transport bookings, confirm your flight bookings, and more...

COMPLIMENTARY INVITATIONS

You are entitled to a quota of complimentary invitations to entice your clients and prospects to visit you at the fair.

EXHIBITOR PARKING PASS

A parking pass will be available for you for the 5 days of the fair.

MARKETING INITIATIVES

OUR VISITORS ARE YOUR FUTURE CLIENTS!

TARGETED PROMOTIONAL INITIATIVES

Powerful conversion drivers and a genuine relationship with visitors that have high purchasing power.

- One-to-one communication with **1 300 Major Buyers** (department stores, concept stores, e-commerce, design retailers, etc.), **1 500 Major Specifiers** (interior designers, design consulting firms, etc.) **and Major Hospitality Management** (international hotel groups and high-end boutique hotels) **from 30 countries** (France, United Kingdom, U.S., Russia, the Middle East, etc.), with personalized guidance: presentation and highlighting of the Signature offer, Club Services (exclusive access, personal shopper), provision of pre-paid taxis (and a Travel Package for a selection of premium contacts). In order to facilitate their visit to the fair.
- **Lobbying of P.R. firms/impresarios for Major Specifiers** such as Desselle Partners, Thierry Kauffmann, etc.
- Promotion to HNWIs (High Net Worth Individuals): providing information about the fair through **Parisian Palace Hotels/Luxury Hotels and luxury/premium private Concierge services.**
- A network of **26 international agents** to help identify and convert key buyers from their markets.
- Geographical focuses on priority countries, as part of the January 2022 edition: France/United Kingdom/U.S./Germany/Italy/the Middle East (UAE/SA)/Russia.

INFLUENTIAL PARTNERS AND NETWORKS

FRENCH AND INTERNATIONAL PARTNERS

- Media, online platforms, institutions and associations

AD, Intramuros, Elle Déco, Sleeper, Top Hotel Projects, Invisible Collection, Houzz, FEDAI, CFAI, Bookstorming, Les Collectionneurs, Design Hôtels, The Originals, Relais Châteaux, Journal des Palaces, Goodmoods, Intercontinental Group of Department Store, KRAVET, American Society of Interior Design, Decorative Furnishing Association, Fashion Snoops, Japan interior Achitects Association, Women in Furniture, Bund Deutscher Innenarchitekten, British Institute of Interior Design, Society of British & International Interior Designers, Designboom, Pej Gruppen, Design base, Comité Colbert, Mobilier National...

- Local Ambassadors/Influencers who promote the fair to their communities (social media, events, testimonials)
- International delegations and groups hosted at the fair for private presentations.

MAISON&OBJET SOCIAL NETWORKS

- Communications throughout Maison&Objet’s social media accounts.



864K

Instagram



643K

Facebook



30K

Twitter



33K

LinkedIn



35K

Pinterest

They make the fair an essential event

ARCHITECTURAL AND DESIGN FIRMS / REAL ESTATE

Gensler (Us), Wilmotte & Associés (Fr),
Simona Arora (In), Maison Tournier (Fr), Rdai
(Fr), Cabinet Alberto Pinto (Fr), Westmont
Hospitality Group (Can), India Mahdavi Studio
(Fr), Dimore Studio (It), The Kadewe Group
(De), Hill House Interiors (Uk), Bnp Paribas
Real Estate (Fr), ...

HOSPITALITY

Al Samrya Group (Qa), Ducass Paris (Fr),
Talaat Moustafa Holding Group (Egypt),
Grand Hotel Du Palais Royal (Fr), Crowne
Plaza Paris Republique (Fr), Le Bristol Paris
(Fr), Accor Invest (World), Sheraton Paris
Hotel (Fr), Accor Hotel (Fr), Big Mama Group
(Fr), Hôtel Costes (Fr), Marina Bay Sands
(Sg), Disney Land Paris (Fr), Adp Paris (Fr), ...

CONCEPT-STORES:

10 Corso Como (It), A Propos (De), Wmilano
(It), Fleux (Fr), Merci (Fr), Rialto Living (Sp),
Maison Casagiu (Swiss), ...

DEPARTMENT STORES

Le Bon Marché (Fr), Printemps (Fr), Galeries
Lafayette (Fr), Le Bhv (Fr), Harrods (Uk),
Shinsegae (Kr), Selfridges (Uk), The Mall
Group (Th), Liverpool (Mex), Saks Fifth
Avenue (Usa), Bloomingdale's (Us),
Takashimaya (Jap), Fenwick (Uk), Magasin
Du Nord (Dan), Globus (Sh), Rinascente (Ita),
El Corte Inglés (Esp), Bergdorf Goodman
(Us), Kadewe (De), Liberty (Uk), Beymen (Tr),
Arnotts (Irl), Brown Thomas (Irl), Manor (Ch),
Isetan (Jap), ...

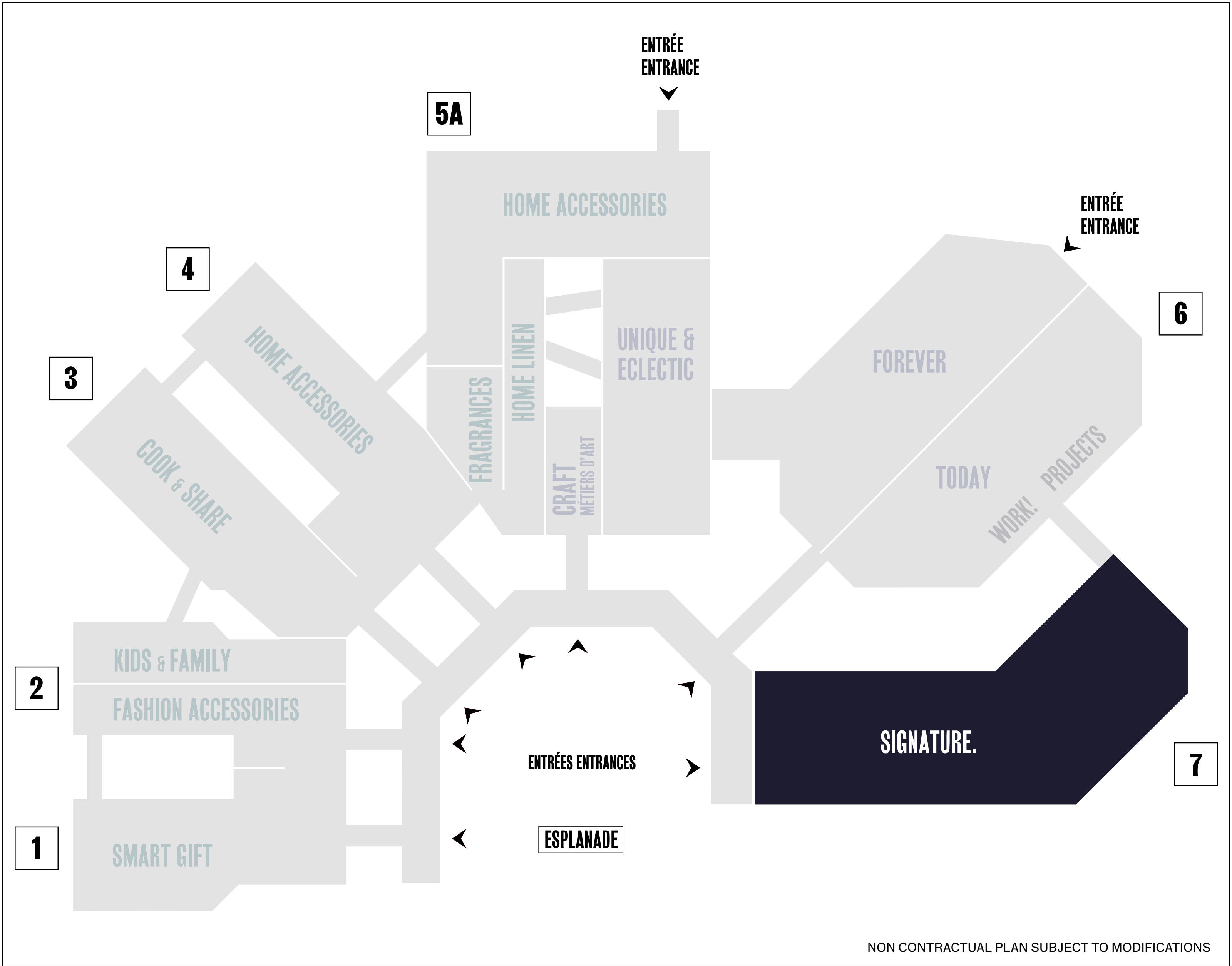
DESIGN DISTRIBUTORS

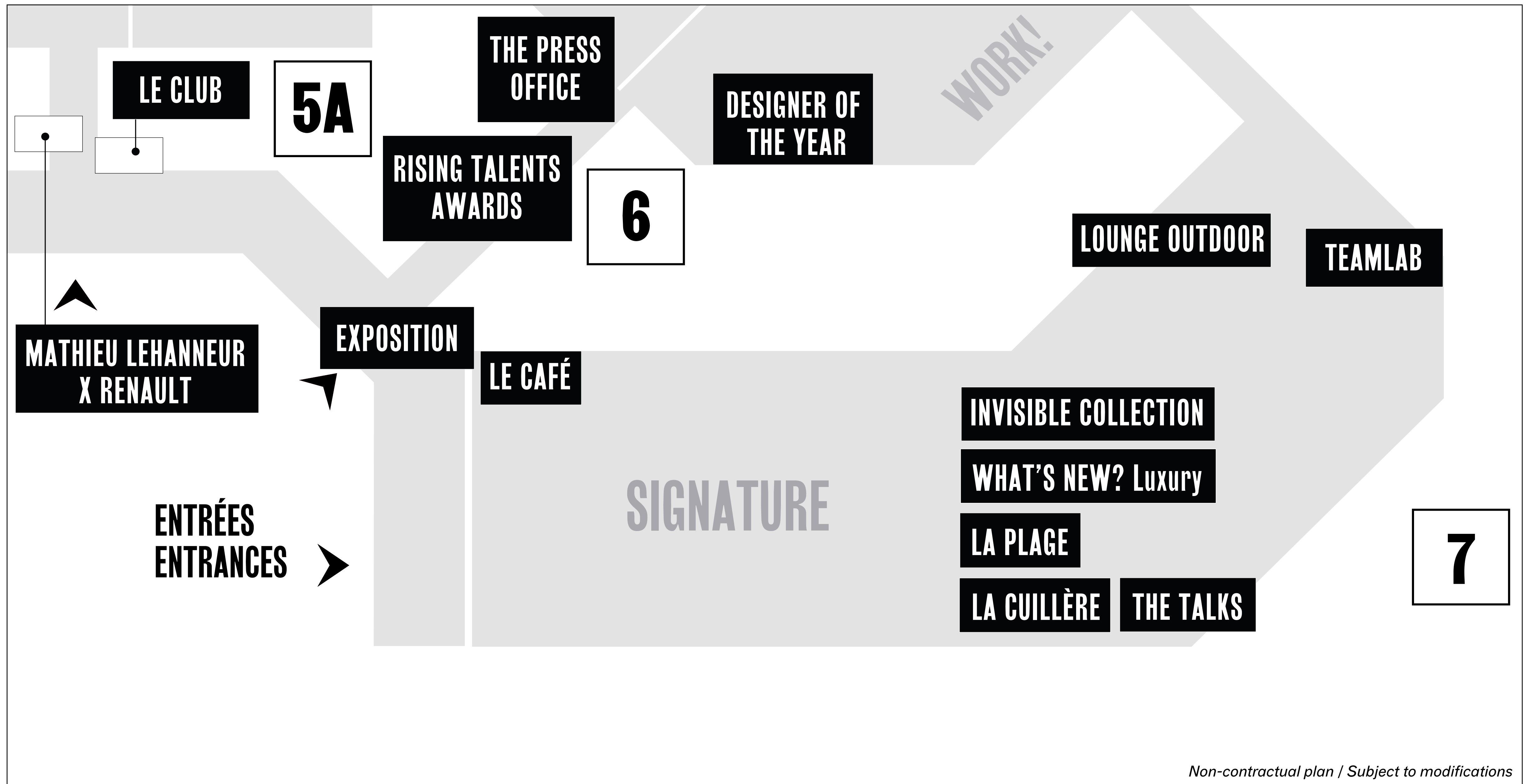
Silvera (Fr), Rbc (Fr), Bulthaup Design Gallery
(Ru), Luxury\Living (Uk), Top Interieur (Bel),
Baden Baden (Bel), Paustian (Dan), Home
Concept (Ru), Moda Bagno (Gr), Tollman's (Il),
Charoen (Thai), Interni (It), Salvioni Design
Solutions (It), ...

CHAINS

Chalhoub Group (E.A.U), Anthropologie
(Usa), Abc Carpet & Home (Usa), Bed Bath &
Beyond (Usa), The Conran Shop (Uk, Jap, Kr),
Tjx (World), Monoprix (Fr), Heal's (Uk),
Fnac-Darty (Fr), Coin (Ita), Pfister (Ch),
Kasanova (Ita), Dunnes Stores (Irl), Alice
Délice (Fr), Lagardère Travel Retail (Fr),
Carrefour (Fr), Bahne (Dan), Peter's Of
Kensington (Au), ...

FLOOR MAP







MAISON&OBJET PARIS

THURSDAY 20 TO MONDAY 24 JAN. 2022