

Press Release, Paris September 24th, 2020

Digital Fair September 2020

Maison&Objet connects even more design and home decor professionals

In June 2020, in the midst of international health uncertainties, Maison&Objet announced that its September show would not be held in its usual format. With the confirmation of Paris Design Week* at the start of the new school year to support the recovery of the industry, the organization began preparing a "Digital Fair" for the first time. After two weeks of daily inspiration, the new format proved its effectiveness: 4,300 brands from 77 countries presented more than 50,000 new products - notably through 6,400 digital showrooms - and several dozen e-conferences on trendy selections succeeded in gathering 214,000 unique visitors, two-thirds of whom were located outside of France.

While everyone talks about the eagerness to meet up, professionals recognize the new opportunities offered by such digital tools. Under these circumstances, Maison&Objet continues to develop its unique expertise in networking, both offline and online.

«Maison&Objet's mission is to support companies in their development physically and digitally throughout the year. One of the strengths of our organization, in the context of COVID, is that our digital platform was not born out of this crisis. We created MOM (www.mom.maison-objet.com) in 2016, an online platform for active year-round contact between brands and international buyers. And since then, the tool has had time to prove itself. Deploying a high-performance solution to replace our physical tradeshow as a response to the current situation was therefore quick and effective: we received immediate enthusiasm from brands and buyers. Thanks to our skills in generating quality traffic, we obtained more than 300,000 visits during the 15 days and tripled the number of leads (qualified contacts), while observing a visit time on MOM exceeding 11 minutes – great visibility for the brands and an exceptional performance in the digital world! In addition, the daily programming of 2 talks – the replay is available on www.maison-objet.com –, the launch of a new podcast – The Design Entrepreneurs –, and daily selections made by big names in the design field fed the community with essential information to prepare for recovery. Our audience was engaged and ready to work together. We hear the need for buyers and brands to come together again in a physical format. The Digital Fair proved to be a promising transition between two events to allow the sector to continue its activities with simple and adaptive tools. In the future, we are also thinking about new additional services to the show. We may also create other types Digital Fair dedicated to specific markets, sectors or even geographic zones. »

Philippe Brocart, General Director of Maison&Objet.

*see dedicated press release

THE DIGITAL FAIR

15 DAYS OF CREATIVE BUSINESS

September 4 -18, 2020

IMPORTANT BRAND INVOLVEMENT

4,292

brands from 77 countries

Over 50,000

new products presented during the Digital Fair

6,407

showrooms

33

brand pitches

INSPIRATION, TREND, EXPERTISE

44

insider selections for more trends and inspiration

27

talks for greater expertise and industry analysis

5

podcasts

61 speakers

ACTIVE PARTICIPATION FROM VISITORS

214,000

unique visitors

33 % - French

34 % European (other than French)

33 % Overseas markets

TOP 5 COUNTRIES:

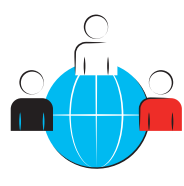
France USA Italy Spain United Kingdom

1 contact established every 34 s

11 min 44 s average visit time

2.3 M page views Traffic multiplied by 3

7.8 page views per visit



AN ENGAGED COMMUNITY



825 K followers



605 K followers



29.7K followers



24.5K followers

243 K interactions

11.7 M hits

6.1 K uses of the hashtag #maisonetobjet

RELIVE THE EXPERIENCE : WWW.MAISON-OBJET.COM