

HOME FURNISHINGS

Maison & Objet gears up for 25th anniversary fair with next-gen focus

November 27, 2019



Maison & Objet is focusing on the up-and-coming generations in 2020. Image courtesy of Maison & Objet

By STAFF REPORTS

Parisian interior design fair Maison & Objet will be themed around Generations Y and Z during 2020, as it marks its quarter century birthday with a look towards the future of consumer behavior.

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Maison & Objet's 2020 shows will be centered on "(Re)generation," looking at the next 25 years. Throughout the year, Maison & Objet will touch upon the world that millennials and Gen Zers are growing up in, homing in on trends ranging from social media saturation to current geopolitical crises.

Next 25 years

To identify and bring next-gen trends to life, Maison & Objet worked with consulting firm NellyRodi.

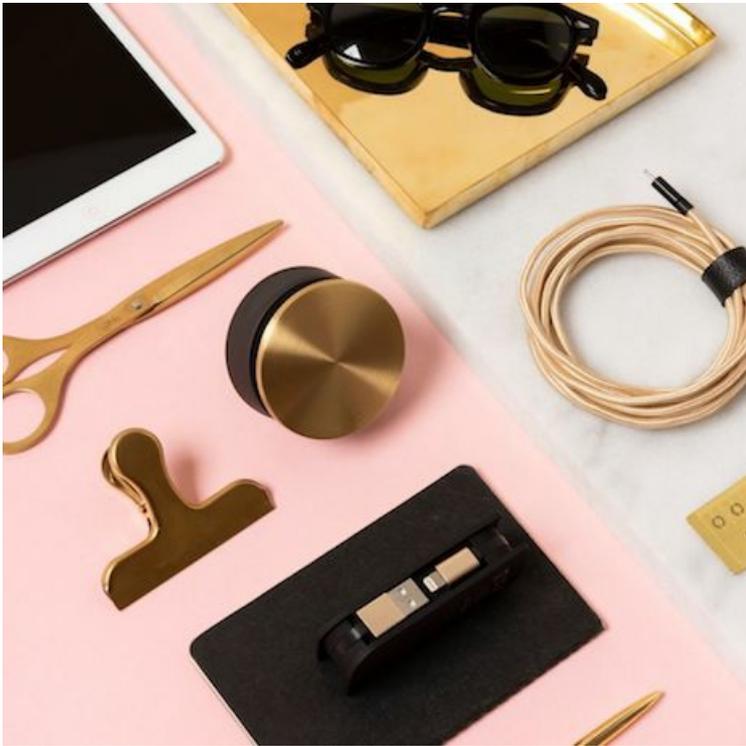
Maison & Objet will kick off Jan. 17 to 21. This show will look at how younger generations are being shaped by turbulent times, from issues such as the migrant crisis to economic tensions.

Also covered will be the environmental concerns that help to shape these shoppers' behaviors.

"Faced with multiple global crises, today's twenty- and thirty-somethings are keen to pull together to change the world and, spurred on by the likes of Greta Thunberg, they don't hesitate to become actively engaged" said Vincent Grgoire, trend hunter at NellyRodi, in a statement. "It is a generation that is deeply concerned about making a meaningful difference, which is in itself injecting new values into everyone's way of living."

In September, Maison & Objet will continue with a show that looks at how younger consumers' digital habits are shaping their style and shopping behavior. Aside from serving as a source of inspiration, social media is also the basis for decision making, as these buyers seek out items that will help them portray a sense of cool.

"Hooked up to the internet on a drip feed, what this WiFi generation also wants is a smoother and easier relationship with consumption," Mr. Grgoire said. "They want to try things out, voice their opinions and use the Web as a source of inspiration."



Maison & Objet will look at how technology is shaping design. Image courtesy of Maison & Objet

In 2020, Maison & Objet is also marking a new partnership with NYCxDDesign and Paris Design Week. This collaboration will see the creation of exclusive installations that will travel to the respective shows, cross promotional efforts and content development.

The partners are also developing a tour experience for U.S. trade attendees to Maison & Objet, which will feature shopping experiences, art gallery tours and dining. A similar program will be developed for international trade traveling to NYCxDDesign.

While Maison & Objet is typically only open to trade, the alliance will also see design-minded consumers gaining access to the show for the first time.

Function has become a given in luxury home goods, placing greater emphasis on brands who can differentiate themselves through design and flexibility.

According to a webinar hosted by *Luxury Daily* on Aug. 21, customization is one of the most important aspects for buyers, as they prefer brands that can give them options to suit their personal tastes and express themselves. Technology and media are democratizing interior design and giving consumers more access to tools and services, but they are also fueling consumers' disinformation and confusion, calling for education and relationship building ([see story](#)).

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