

MAISON&OBJET Announces Two Strategic Partnerships to Unlock Chinese Market to M&O Community

As of September 2018, new international business opportunities will be available to exhibitors at MAISON&OBJET. The professionals-only trade fair is proud to announce that two strategic partnerships have been signed with JD.com, Inc and Hongkong Land, China's leaders on the retail and commercial real estate markets respectively. Coordinated efforts between Paris and Beijing will provide a chance for a number of the fair's most emblematic brands to break into an attractive, yet sometimes treacherous market.

JD.com: New Business Connection Linking MAISON&OBJET and China

With a community estimated at more than 300 million active customers, JD.com is the largest retailer in China, online or offline. The company offers a wide range of high quality, authentic products, spanning a variety of categories – high-tech, luxury, fashion, interiors and foods, among others. The brand's Home & Life section dedicated to interiors has seen significant growth lately, a trend that positions JD.com to become China's largest furniture retailer within four years.

The partnership signed with MAISON&OBJET was formed to help JD.com identify high-potential European brands with a distinctive creative or technical quality.

In January 2018, MAISON&OBJET's teams helped the company get in touch with more than a hundred exhibitors. In September, JD.com will take things one step further with a dedicated stand at the fair. Located on the balcony of Hall 6, the 120-sqm space will feature a selection of the company's offering. Representatives of the company will also be available to meet with exhibitors wishing to expand into China.

M&O Design Pavilion at WFC, Beijing: Pop-Up Store by MAISON&OBJET

Hongkong Land is a leading group specialised in real estate investment, management and development, operating in the largest cities of the Far East. In Beijing, the group recently inaugurated the new WF Central mall, which attracts more than 150,000 visitors daily.

WF Central has invited MAISON&OBJET to present its own exhibition, featuring a selection of some 30 European, Asian and Australian brands. Set to debut during Beijing Design Week, following another exhibition by the Serpentine Gallery, and covering some 700 sqm, the M&O Design Pavilion at WFC will be the illustration of MAISON&OBJET's comprehensive offering. Open from 16 September until 18 November, the Pavilion will include an exhibition of five MAISON&OBJET Designers of the Year (Philippe Nigro, Eugeni Quitllet, Tom Dixon, Nendo, André Fu) and a selection of products by brands like Alessi, Bleu Nature, Ethnicraft, Ibride, Magis, Mr & Mrs Fragrance and Seletti. Chinese consumers visiting the exhibition will be able to order products and have them delivered to them by WF Central a few days later. This B2C event is a chance for brands little known in China to test their products with the local market directly. With MAISON&OBJET's help and logistic support offered by WF Central, this is a unique opportunity for these European brands to gauge the actual potential of their collections in the country.

"MAISON&OBJET's ambition has always been to help professionals make new connections and to facilitate business growth by offering a chance to engage with industry leaders both during the events and in between. The partnerships with JD.com and Hongkong Land are an illustration of two distinct, but complementary approaches to the Chinese market. They lay the groundwork for long-term collaboration and may very well inspire similar operations in other countries." Philippe Brocart, Managing Director of MAISON&OBJET.

See you in September 2018 at MAISON&OBJET – Paris Nord Villepinte:

Friday 7 September at 5 pm:

Press conference for Hongkong Land – at The Talks – Hall 7

In the presence of Mr Raymond Chow, Executive Director at Hongkong Land and representatives of the company.

Discussion with Philippe Brocart, Managing Director of SAFI, about the M&O Design Pavilion at WF Central in Beijing.

Saturday 8 September at 1 pm:

Press conference for JD.com – at The Talks – Hall 7

Speakers: Lijun Xin, President of JD Home & Life

Philippe Brocart, Managing Director of SAFI, followed by an open floor discussion with the M&O community.

Tuesday 11 September at 12:30 pm:

Press conference, reporting on the latest edition of MAISON&OBJET at the Press Office – Balcony of Hall 6

Discussion with Philippe Brocart, Managing Director of SAFI, on the first trends and figures of the September 2018 edition.

About MAISON&OBJET Paris

Since 1995, MAISON&OBJET has been the world's foremost event for professionals of the lifestyle, interior and design industries. Every edition brings together some 3,000 exhibitors and more than 85,000 unique visitors – of which 50% hail from outside France.

Promoting new contacts and emerging talents, MAISON&OBJET presents twice a year the latest sources of inspiration by shedding insight into current and future trends. As a result, the event has become an effective catalyst for brand development and business growth.

Launched in September 2016, the digital platform MOM (MAISON&OBJET AND MORE) offers a comprehensive overview of the latest news from and products by exhibiting labels, manufacturers, artisans, craftspeople and designers. A never-ending source of inspiration, it also provides a tool for visitors to establish a direct conversation with thousands of brands all year round.

Key figures on MAISON&OBJET Paris:

A dozen Chinese brands exhibiting.

More than 2,200 Chinese visitors attended the January 2018 edition.

Media Contact:

Agence 14 Septembre Milano – T. +39 02 35 999 293

Livia Grandi – livia@14septembre.com

Agence 14 Septembre London – T. +44 2037 017 520

Rebecca Mitchell – rebeccamitchell@14septembre.com