

Shopee Object Paris Reinforces Its European Ambition Following a Strong Second Edition



Following the launch of its Paris edition in January, Shoppe Object Paris has reached a new milestone: a second edition that confirms the strength of its positioning and establishes Paris as a new gateway to the European and global markets. Combining thoughtful discovery, an international outlook, and a bridge to its New York ecosystem, the lifestyle and design event continues to grow with a clear goal: to make curation its signature.

From September 5 to 7, Shoppe Object Paris unlocked the market's appetite for a new event dedicated to design, lifestyle, and beauty within the Who's Next show. Following a successful first edition in January, the second edition doubled in size, bringing together 100 brands – from established repeat exhibitors such as **Bang, Avenida Home, and British Colour Standard**, to exciting new names including **Mogléa, Vitra, and La Manufacture de Digoïn** – with **78% new exhibitors, 34% French brands, and 66% international brands**. This diversity reflects Shoppe Object's ambition to make Paris **a gateway to the European and global markets**, at the crossroads of French and international creative scenes.

“This second edition validates our decision to bring Shoppe Object to Paris and build a community here that extends beyond the French market. It’s a momentum we intend to accelerate.” – Frédéric Maus, CEO, WSN

Curation as the Signature of Shoppe Object Paris

In a market where the offer at trade events continues to expand, Shoppe Object Paris takes a different approach, with an **editorially-driven selection** presented on a human scale. The goal is to enable buyers to discover new brands within a cohesive environment, where different universes connect and complement one another. *“We aim to offer a highly curated selection where every brand has its place and contributes to a cohesive whole. This curation is what defines the Shoppe Object identity.” – Matthieu Pinet, Managing Director of Design, WSN*



A vision shared by **Mel Andrel**, a long-time participant in Shoppe Object New York and a first-time exhibitor in Paris: *“I love participating in Shoppe Object NY for its highly discerning curation. I expected the same level of selection in Paris – the identity is different, but the DNA is the same.”* A key point of differentiation shared by other exhibitors as **Salima Zahi** notes: *“Curation is truly at the heart of the Shoppe Object experience: it creates a sense of unity and allows our products to be showcased at their best.”*

Shoppe Object is finding a new expression in Paris. Building upon the New York edition, this global approach is an asset for both brands and buyers, facilitating connections between American and European professional communities. **Jesse James, Founder and President of Shoppe Object Series**, sums it up: *“Paris and New York are two different scenes, but deeply complementary. Shoppe Object creates a bridge between these communities and enables brands to connect with new markets.”*

An International Reach That Continues to Grow

The second edition also confirmed Shoppe Object Paris' ability to attract an international community. Across WSN's professional events, **56% of visitors are international**, representing 140 countries. On the exhibitor side, Shoppe Object Paris featured **66% international brands**, bringing new perspectives and expertise to the French market.

For buyers as well as brands, the event offers a valuable space for meaningful connections. **Anthea Han and Adriano Tawin of The Stacked Store, Singapore**, highlighted “*discovering new brands and connecting directly with their founders,*” gaining a deeper understanding of “*the products and the stories behind them.*” **Sharif Labo, Founder of La Gent**, similarly praised the “*particularly well-curated*” selection, which “*meets the real needs of independent concept stores.*”



For brands already established in France, this international outlook also creates new opportunities. For **Chloé Meydan, Country Manager France at &Tradition**, “*Shoppe Object Paris connects us with a new buyer audience,*” including museum stores, concept stores, and department stores.

And for first-time exhibitors, the experience often goes well beyond commercial introductions. **Pauline Valle Manfredi, founder of Cavanha soaps**, sums it up: “*The team and overall atmosphere are incredible – you really feel valued. I met some great contacts, including international museum stores and resorts. If I’m invited back, I won’t hesitate!*”

Beauty, Food, Design: Expanding the Lifestyle Landscape

This edition continued to broaden Shoppe Object Paris' lifestyle offering, with new categories **beauty, wellness, and fine food** joining design, home, and everyday objects. This diversification reflects the evolution of concept stores, whose assortments are becoming increasingly transversal. With these new categories, Shoppe Object Paris expands sourcing opportunities while maintaining its common thread: **a highly curated, contemporary selection designed around the evolving needs of retail.** This edition responded to an expectation from exhibitors: access to new markets while retaining the DNA, quality level, and editorial approach that make Shoppe Object distinctive.



The upcoming events:

Shoppe Object Paris at Première Classe: October 2–5, Tuileries

Shoppe Object Paris at Who's Next: January 15–18, 2027, Paris Expo Porte de Versailles

Shoppe Object: February 7-9, 2027, The Starrett-Lehigh Building, New York



About Shoppe Object

Shoppe Object is a collection of premier home and gift shows celebrating a curated roster of visionary brands and makers presented in elevated settings from New York City to Paris. Born of a vanguard spirit to celebrate and service the progressive retail and design community, Shoppe Object is a gathering of fellowship, an expression of ideas, and a physical manifestation of a shared dedication to, and reverence for, the beautiful, the inspired, and the well-made. The ultimate resource for tastemaking merchants and influential editors, Shoppe Object's flagship show takes place each February and August in New York City at the historic Starrett-Lehigh Building, with additional international events debuting in Paris in partnership with the WSN Group. shoppeobject.com @shoppeobject

About the WSN Group

For over 35 years, WSN has been designing and organizing events that inspire, connect, and celebrate creativity. A key player at the crossroads of fashion, design, lifestyle, and culture, the Group delivers experiences that blend business and emotion, supporting brands, retailers, emerging talents, and professionals across the creative industries. Over the past decade, WSN has expanded from 2 to 12 annual events, each conceived to address the diverse needs of creative markets. Its flagship formats include Première Classe and Who's Next, alongside newer concepts such as Matter & Shape and DRP. Beyond these events, WSN develops year-round solutions for creative communities through initiatives like WSN Academy, RUN, and partnerships with Ankorstore, Fashop, PagesMode, and Ulule. The diversity of its entities is a key strength, enabling WSN to provide continuous, relevant responses to the challenges of creative markets in Paris and internationally throughout the year. www.whosnext.com

Press Contact

Global: Beth Massey, beth.massey@bdeandco.com
France: Antoine Mbemba, antoinebemba@14septembre.com