SHOPPE OBJECT PARIS

5-7 September 2026
Paris Porte de Versailles Hall 1

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From September 5 to 7, 2026, Shoppe Object Paris returns to Paris Expo Porte de Versailles (Hall 1), nestled within Who's Next, for a new edition that cements its role as a curatorial platform at the **intersection of home, design, and lifestyle.**

Following a standout launch in January, Shoppe Object Paris continues to grow and to sharpen what makes it singular: a cross-market perspective on contemporary retail, built as a direct response to the transformation of how people shop and sell.

&tradition

Vitra

Bachca

Manufacture de Digoin

A SHOW WITHIN A SHOW FOR A NEW KIND OF RETAIL EXPERIENCE

At a time when category lines are blurring, **Shoppe Object Paris is emerging as an incubator for contemporary retail**. Here, the shopping journey is no longer organized by product type, but by affinity, use, and emotion. Conceived as a true show-within-a-show, the space presents an open, fluid scenography where objects enter into natural dialogue. **Art de vivre, home décor, and stationery** come together as a coherent whole, designed to inspire new narratives in-store. Carrying forward the spirit of January, this curatorial approach offers buyers something concrete: **a focused, legible selection** that makes buying easier while opening up fresh perspectives on merchandising.

LIFESTYLE AS A DRIVER: NEW CATEGORIES TO EXPLORE

This September edition affirms the show's ambition and reach, with the arrival of landmark brands. Alongside emerging studios and independent creators, internationally recognized leaders in design and art de vivre, including **Vitra and &Tradition**, join the selection. That breadth speaks to Shoppe Object Paris's ability to bring heritage names and new talent together within a single, coherent offer.

Directly reflecting the evolution of concept stores and shifting consumer expectations, this edition also takes a new step with the introduction of fresh lifestyle categories. **Beauty makes its debut with 13 brands,** among them Peignée, NNT Lab, Kerzon, and Bachca. **Fine food** joins the journey with the likes of Le Chocolat Français, Oh My Gum!, and Eau Lala.

An evolution that reflects the growing hybridization of retail spaces and confirms Shoppe Object Paris's ambition to offer an ever more expansive read of contemporary lifestyle. To date, **over 80 brands have confirmed their participation,** including new additions: **Tiptoe, Ilex Studio, La Manufacture de Digoin, Lucie Kaas, Nuuna, Rikke Falkow, Totem Home, NNT Lab, Michie Studio, and more.**

AN IMMERSIVE SCENOGRAPHY IN DIALOGUE WITH THIS EDITION'S THEME: THE DINNER

Shoppe Object Paris moves to a new strategic location at the far end of Hall 1's main aisle, reinforcing its visibility and its central place in the visitor journey. At the heart of the space: a grand exhibition table presenting a curated, cross-disciplinary product selection with an editorial eye.

The space is anchored in Who's Next's overarching theme: the dinner, understood as a genuine arena for lifestyle expression and human connection. At once universal and deeply cultural, a gathering as much as an emotional experience, the dinner transcends its primary function to become a projection of taste, style, and contemporary living.

Tableware, decorative objects, and beauty products speak to one another in a logic of composition, **like in a dinner conceived as a complete experience.** An approach that mirrors what consumers are looking for today: coherence and emotion. And one that allows Shoppe Object Paris to assert its role as a laboratory of inspiration for retailers.

WHEN CREATIVITY DEEPENS THE EXPERIENCE

In a commitment to enriching the experience, nourishing inspiration, and championing independent creativity, Shoppe Object Paris will honor an **Artist of the Season.** In September 2026, that artist is **Australian creator Phoebe Stone**.

Over the three days of the show, Phoebe Stone will activate throughout the space: creating an evolving work live on site, producing illustrations inspired by the exhibitors, distributing an exclusive postcard, and leading a **daily workshop series — *Objects in Oil Pastels* —** open free of charge to all visitors. Held each afternoon around the show's grand central table, the workshops will invite participants to explore their own relationship to everyday objects through the practice of oil pastel. The works created will progressively enrich the artist's exhibition space, building a **collective, evolving piece** over the course of the show.

Phoebe Stone

INTRAMUROS PRESENTS THE EXHIBITION *SECOND LIFE*

On site, the magazine Intramuros will present ***Second Life***, an exhibition bringing together around twenty pieces selected by the editorial team. Each one offers **a fresh perspective on design, objects, use, and time.**

Beyond the environmental questions they raise, these objects speak to a deeper transformation: a paradigm shift in which **value no longer resides solely in the new, but in the capacity to reveal the potential already present in what exists.**

Waste becomes a resource. Wear becomes quality. Constraint becomes the ground for invention. But because design only matters when it generates desire, emotion, and attachment, the pieces gathered here are not merely exemplary in their approach: they are, first and foremost, beautiful objects, each carrying a vision and a quality of execution that proves **ecological commitment and desirability are not at odds.**

Fredericks & Mae

Tiptoe

NEW BRANDS:

La Manufacture de Digoin, Nuuna, Rikke Falkow, Totem Home, Ilex Studio, NNT Lab, Patchou Home, Ilaria.i, The Completist, Inspiration Olfactive, Brave Home, Elements Lighting, Semikolon, Ame González Stationery, British Colour Standard, Lebubè, Lucie Kaas, Vitra, Tiptoe, &Tradition, TA-DAAN, Eau Lala, Billy, Barbara di Corsica, Arz'Deco, Mel Andrel, Peignée, Life on Venus, Davis Studio, Asca, Wedgie, Bachca, Aderia, Moglea, Atelier du Figuier, Le Chocolat Français, Benisouk, Ifnous, Oui Nails, Jack Gomme, LinenMe, Amm Home, Malou & Marius, Michie Studio, Jack Meal, Jazis, Cleogene Paris, Tinned Candles, Eione Parfum, Morris, Marvy Uchida, Collins, Graziani 1805, Gangzaï, JuniBK, BowWow House

RETURNING BRANDS:

Octaevo, Le Magasin Général, Bằng, Lavie, A Week Abroad, Oh My Gum!, Fredericks & Mae, SGW Lab, East End Press, Atelier du Vin, Grimaud, Avenida Home, L'Atelier Letterpress, Kerzon, Chabi Chic, Papier d'Arménie, Zequenz, Les Flacons de l'Apothicaire

Bang

Inspiration Olfactive

Lavie

Amm Home

Ilaria.I

Morris

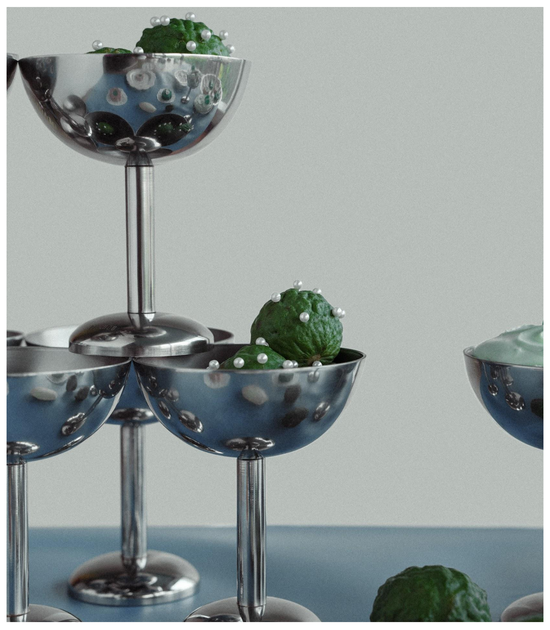
Totem

Michie

British Colour Design

The Completist

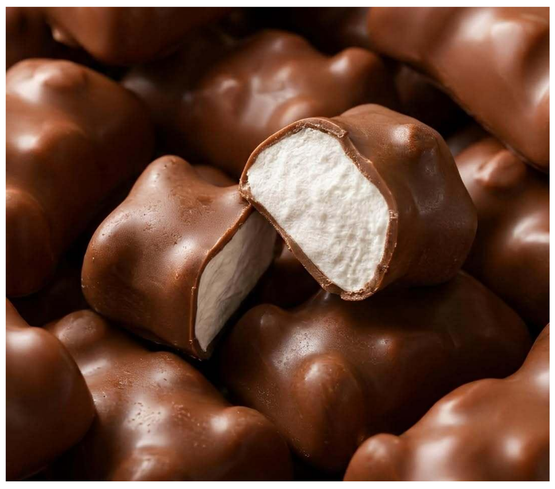
Lucie Kaas



Patchou

Les flacons de l'apothycaire

Peignée



Le chocolat des français

Oh My Gum

Jazis

PRACTICAL INFO
Shoppe Object Paris
5–7 September 2026
Porte de Versailles, Paris - Hall 1
Saturday - Sunday: 9am-7pm
Monday: 9am-6pm

PRESS CONTACT

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ABOUT SHOPPE OBJECT SHOPPEOBJECT.COM
Shoppe Object is a collection of elevated trade shows dedicated to home and gift, celebrating a curated selection of visionary brands and designers presented in refined settings, from New York to Paris. Born from an avant-garde spirit committed to celebrating and serving the progressive community of retail and design, Shoppe Object is a place of exchange, a platform for ideas, and the physical expression of a shared dedication to what is beautiful, inspired, and well made. An essential resource for tastemaking retailers and influential editors, Shoppe Object's flagship show takes place twice a year each February and August in New York, in the landmark Starrett-Lehigh building with additional international events debuting in Paris in partnership with the WSN group.

ABOUT THE WSN GROUP WSN-EVENTS.COM
For over 35 years, WSN has created events that inspire, connect, and celebrate creativity. A key player at the intersection of fashion, design, lifestyle, and culture, the group delivers experiences that blend business with emotion, supporting brands, retailers, emerging talent, and creative industry professionals alike. Over the past decade, WSN has grown from 2 to 12 annual events, each conceived to meet the full range of needs across the creative industries. Its flagship formats include Premiere Classe and Who's Next, alongside newer concepts such as MATTER and SHAPE and DRP. Beyond its events, WSN builds year-round solutions for creative communities through initiatives including WSN Academy, RUN, and partnerships with Ankorstore, Fashop, PagesMode, and Ulule. The breadth of its portfolio is a genuine strength, enabling WSN to deliver relevant, timely responses to the challenges facing creative markets, both in Paris and internationally.