

SHOPPE OBJECT

PARIS

PRESS RELEASE

Shophe Object Paris Returns in September 2026



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5-7 Sept. 2026
Paris Porte de Versailles Hall 1

From September 5 to 7, 2026, Shophe Object Paris returns to Paris Expo Porte de Versailles (Hall 1), at the heart of Who's Next, for a new edition that further establishes its role as a curated platform at the intersection of home, design, gift, and lifestyle. Following a widely acclaimed launch in January, Shophe Object Paris continues to grow while reaffirming its distinct positioning: a cross-disciplinary reading of the market, designed as a direct response to the evolving landscape of retail.

A “show within a show” designed for new retail experiences

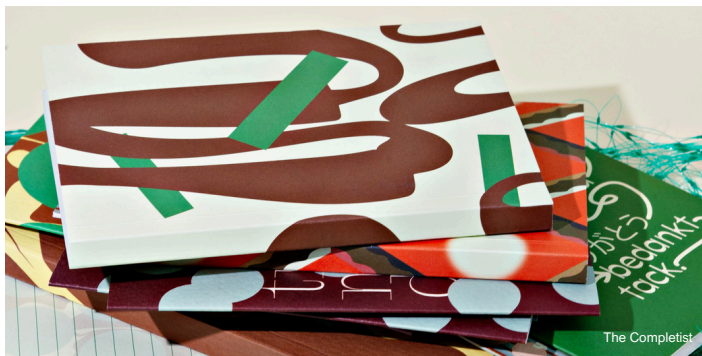
At a time when boundaries between categories are increasingly fluid, Shophe Object Paris positions itself **as an incubator for contemporary retail.** Here, the buying journey is no longer defined by product categories, but by affinities, uses, and emotion. Conceived as a true “show within a show,” the space features an open, immersive layout where objects interact freely. **Furnishings, tableware, stationery, and more come together** in a cohesive environment designed to inspire new in-store storytelling.

Building on the inaugural edition in January, this curatorial approach serves as a practical tool for buyers: **a thoughtfully edited, highly readable selection that streamlines purchasing** while opening up new merchandising perspectives.

Lifestyle as a driving force: expanding into new categories

Reflecting the evolution of concept stores and shifting consumer expectations, the September edition marks a new milestone with the introduction of additional lifestyle categories, further enriching the diversity of the offering. Among them, **beauty and wellness takes center stage** with around twenty carefully selected brands, illustrating a commitment to supporting **the growing hybridization of retail spaces**. Additional categories will complement this approach, fostering both purchasing diversification and a more holistic retail experience.

This natural extension of Shoppe Object Paris' scope mirrors the transformation of retail environments into more hybrid models, where product offerings are curated as a complete lifestyle experience. To date, **over fifty brands have confirmed their participation** in this upcoming edition, including several new names such as **Ilex Studio, La Manufacture de Digoïn, Gangzai, Nuuna, Rikke Falkow, Totem Home, NNT Lab, Meloria, with many more to be announced soon.**



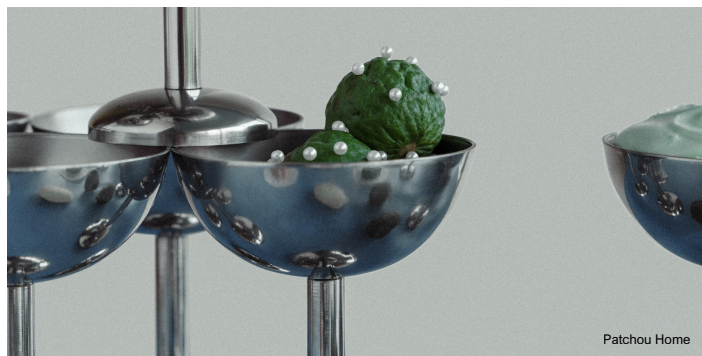
An immersive scenography inspired by the season's theme: dinner

Shoppe Object Paris will occupy a new strategic location at the end of the main aisle in Hall 1, reinforcing both its visibility and its central role in the visitor journey. At the heart of the space, a large presentation table will showcase a curated selection of products through a transversal, editorial lens.

The event aligns with **Who's Next's overarching theme: dinner, envisioned as a powerful expression of lifestyle and connection**. Both universal and deeply cultural, the act of gathering around a table becomes more than a function, it evolves into a space where taste, style, and contemporary living are expressed. Tableware, decorative objects, and beauty products interact within thoughtfully composed displays, much like a dinner conceived as a complete experience. This approach resonates with today's consumers, who seek coherence and emotion, and reinforces Shoppe Object Paris' role as a source of inspiration for retailers.

Extending the experience through artistic collaboration

With the ambition to deepen engagement, inspire new perspectives, and celebrate independent, creative talent, **Shoppe Object Paris** selects an **'Artist of the Season'** for each edition and in September 2026, this will be **Australian artist Phoebe Stone**. The collaboration will include original artworks and a curated spotlight of visuals from Stone's distinctive universe, complementing the overall aesthetic of the show. Workshops and activations will take place throughout the event, offering visitors an additional layer of immersion through an experiential and sensory approach to creation.



Coming soon to Shoppe Object Paris in September:

New brands

La Manufacture de Digoin, Nuuna, Rikke Falkow, Totem Home, Ilex Studio, NNT Lab, Patchou Home, Ilaria, The Completist, Inspiration Olfactive, Brave Home, Elements Lighting, Semikolon, Ame González Stationery, British Colour Standard, Lebube, Lucie Kaas...

Returning brands

Octaevo, Le Magasin Général, Bang, Lavie, A Week Abroad, Oh My Gum!, Fredericks & Mae, SGW Lab, East End Press, Atelier du Vin, Grimaud...

And much more to come...

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 serve 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 what is beautiful, inspired, and well made. A key resource for tastemaking retailers 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 in Paris in partnership with the WSN Group. www.shoppeobject.com

About the WSN Group

For over 35 years, WSN has been designing and producing events that inspire, connect, and celebrate creativity. A key player at the crossroads of fashion, design, lifestyle, and culture, the Group creates 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 two to twelve annual events, each designed to meet the evolving needs of creative markets. Its flagship formats include Première Classe and Who's Next, alongside newer concepts such as Matter & Shape and DRP. Beyond its events, WSN develops year-round solutions for creative communities through initiatives such as WSN Academy, RUN, and partnerships with Ankorstore, Fashop, PagesMode, and Ulule. The diversity of its ecosystem enables WSN to deliver relevant, ongoing responses to the challenges facing creative industries in Paris and internationally. www.whosnext.com

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