

## MAISON & OBJET, Paris, France

### Export Market scenario for Handloom Products in France

Export of handloom products to France was Rs.58.32 crore (US\$ 12.18 million) during 2011-12 which increased to Rs.87.36 crore (US\$ 16.06 million) during 2012-13 with 50% growth. During 2013-14, export witnessed a marginal decline of 0.99%, but increased during 2014-15 registering 5% growth. Export during 2015-16 again declined and reached Rs.86 crore (US \$ 13 million) with 5% negative growth. Export of handwoven products to France has been hovering around Rs.85 crore since 2011-12.

Out of the total export of Rs.85.93 crore (2015-16) of handwoven products, Mats and Mattings including Bath Mats leads with a share of Rs.22.94 crore (26.70%) followed by Bedsheets and Bed covers with a share of Rs.12.51 crore (14.56%), Furnishing articles with a share of Rs.11.11 crore (12.93%), Toilet & Kitchen Linen of terry toweling with a share of Rs.8.47 crore (9.86%) and Table cloth and Table covers contributing its share of Rs.6.07 crore (7.06%).

### MAISON & OBJET

MAISON & OBJET is an international window for creativity and unique market place in the industry. Partnership between retailers and brands are formed in its aisles. The event provided an opportunity to meet designers and draw inspiration from the collection. It also provided a platform for strategic alliances being formed between exhibitors and buyers. Over the years, the event had asserted itself as a veritable playing field for the business of creativity and innovation.

### MAISON & OBJET – September 2016

The display offer at Maison & Objet was organized in three major sections viz. MAISON, OBJET and INFLUENCES. Textile products were offered as part of MAISON section. A collaboration between COOK+DESIGN and EASY LIVING were offered in the OBJET section. As part of INFLUENCES, premium solutions featuring notably the DESIGNER'S STUDIO were offered.

**MAISON** - meant for 100% interior decoration inspired by decoration; furniture and small accent pieces, lighting and fabrics. Familiar and foreign styles spreading across Hall1 (ECLECTIC), Hall2 (COSY), Hall3/4 (ELEGANT), Hall5A (FRAGRANCES & COMPLEMENTS) and Hall5B (ACTUEL) intermingled elegantly to the delight of even the most demanding visitors.

**OBJET** - From smart gadgets to kitchen utensils, from perfume to fashion accessories that enrich interiors were offered in Hall 5A (CRAFT), 5A / 6 (COOK +DESIGN, EASY LIVING, KIDS, FASHION).

**INFLUENCES** - Location for prestige and uniqueness. Creativity, innovation and technical solutions came together to create a temple of design and luxury lifestyle products in Hall 7 (GALLERY) and Hall 8 (PROJECTS) and reached out to buyers from all over the world.

This edition also offered a digital platform namely mom MAISON & OBJET AND MORE to stay connected with the exhibitors 24/7, 365 days.

### Council's Participation

As a highlight of the event participation, Hon'ble Union Minister of Textiles (HMoT) **Smt. Smriti Zubin Irani** visited the Indian Handloom Pavilion and Handicraft pavilion and interacted with the participants. Hon'ble Union Minister also visited other Indian Participants and other country participants of the event. Shri. Alok Kumar, Development Commissioner (Handlooms), Ministry of Textiles, Govt. of India accompanied the Minister during her visit to Maison & Objet. The visit was organized in coordination with Embassy of India and Fair authority. The Minister was received and accompanied to various halls by Mr. Philippe Brocart, Managing Director of SAFI Salons Et Internationaux. Shri.V.Kumar, Chairman, HEPC welcomed Hon'ble Union Minister at Handloom pavilion and introduced

the participants to the Minister.

HMoT observed that while the products displayed by all Indian exhibitors are of good quality, there is a need for improvement in terms of better branding as well as better visual display. For this purpose, she desired that Ministry involve some professional agencies to provide necessary input and advice to EPCs in this regard. She was further of the view that Maison & Objet being a premium event, a process for screening and selecting the exhibitors need to be followed so as to display only the best products from India. For this purpose, a workshop may be organised by involving fair authority / Indian representative to educate the participants on choosing right products and better visual merchandising.



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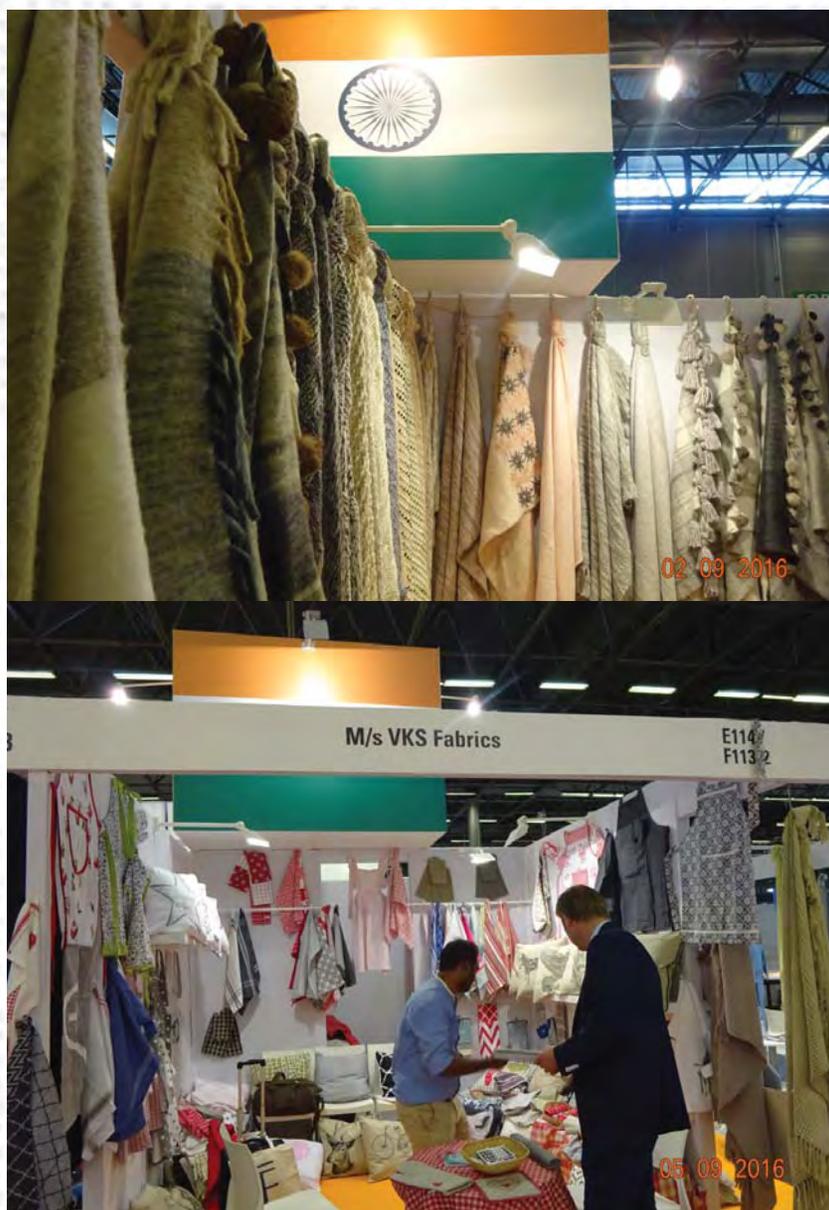
Council, under Marketing Development Assistance Scheme of Ministry of Commerce & Industry organized participation of 10 member exporters in Maison & Objet for the second consecutive time. The

event was held in Paris during 2-6 September 2016 for Spring / Summer buying season. Council took space of 100 sqm and put up India Handloom pavilion with a customized stand design.



Our member participants displayed carpets, cushion covers, mats, rugs, bath mats, canvas, throws, kitchen linen and woolen carpets. The participants had around 175 visitors. The event attracted visitors from across

the globe. As per participant's feedback, buyers visited were from USA, Denmark, UK, Saudi Arabia, France, Poland, Spain, Australia etc.,



Participants had spot orders of Rs.2.74 crore and business enquiries of Rs.8.08crore. Participants reported that they had the visit of mostly retailers but at the same time wholesalers and volume retailers also reportedly visited their stalls. Hence, the outcome of the event would be gauged on assessment of conversion of enquiries into concrete orders in the days to come. Out of 10 exhibitors, six of them expressed their interest to repeat their participation in the event.

As a measure to publicize India Handloom Brand, an Audio Visual presentation of India Handloom Brand was screened. Printed pamphlets / flyers of India Handloom Brand both in English and French versions were distributed to the visitors. Participants' brochures in English and French were also distributed to the visitors.

- P.Rangasamy