

MAISON CHIC  
HOME ACCESSORIES

# MAISON CHIC

THE ART OF LIVING

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# THE ART OF LIVING

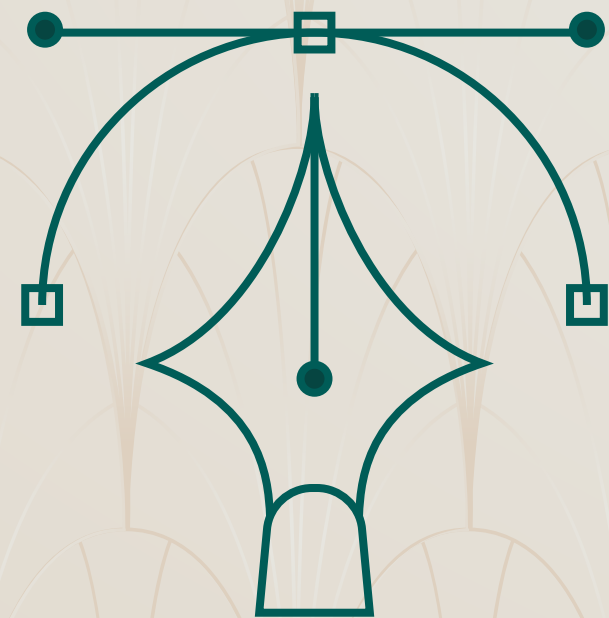
Maison Chic brings together furniture, home accessories, interiors and design-led brands in a curated platform created for the evolving Saudi home

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# WHAT IS MAISON CHIC?

Maison Chic is a premium B2B2C design and lifestyle exhibition connecting international and regional brands with Saudi Arabia's rapidly evolving interiors and home market.

**DESIGN**



**BUSINESS**



**LIFESTYLE**



**CONNECTION**



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# WHY SAUDI ARABIA?

## A Market Shaping the Future of Design & Lifestyle

Saudi Arabia is undergoing an unprecedented transformation driven by Vision 2030, creating significant opportunities across real estate, residential development, hospitality, luxury and lifestyle.

As the Kingdom continues to invest in homes, hotels, destinations and major developments, demand for furniture, home accessories and interior design is growing alongside a new generation of sophisticated consumers.

## THE OPPORTUNITY

**8.27\$ BN**

Saudi Furniture Market  
2025

**11.35\$ BN**

Saudi Furniture Market  
2025

**65.4%**

Saudi Homeownership  
2024 | Target: %70 by 2030

**1.5\$ TN**

Real Estate &  
Construction Pipeline

**105,000+**

Hotel Rooms Under Development  
Construction & advanced planning

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# SAUDI ARABIA

## A NEW ERA OF LIVING

Maison Chic is positioned at the intersection of **Saudi Arabia's** evolving *hospitality, residential, luxury, cultural and design landscape.*



**Hospitality**



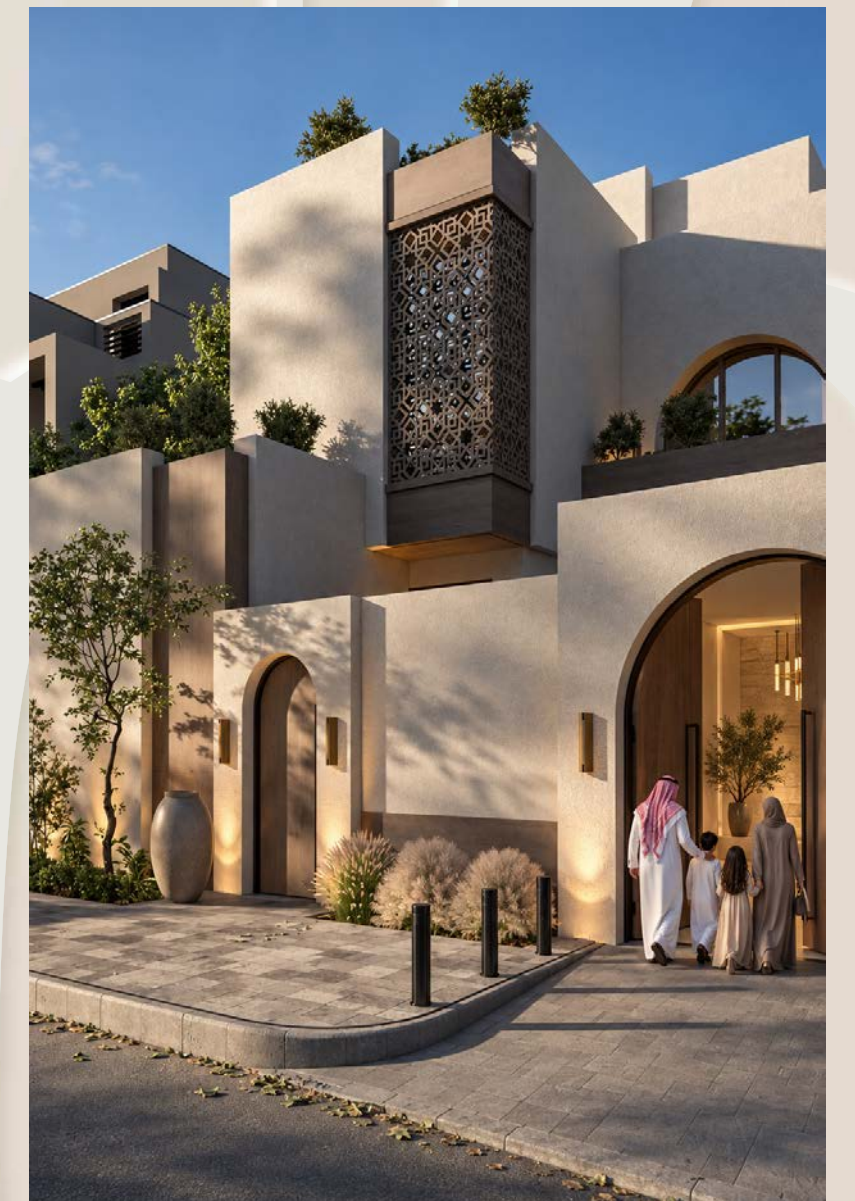
**Residential**



**Luxury**



**Culture**



**Design**

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# WHY IT MATTERS?

Saudi Arabia offers brands access to a rapidly expanding ecosystem of homeowners, designers, architects, developers, hospitality groups, investors and high-value consumers.

## THE MAISON CHIC OPPORTUNITY

Maison Chic connects local and international brands with the people shaping the future of Saudi living.

*Enter the market. Build connections. Shape the future.*

**SAUDI ARABIA  
A MARKET OF NEW POSSIBILITIES**

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# WHY MAISON CHIC?

## 01 MARKET ACCESS

Access to the Saudi home & interiors market.

## 02 PREMIUM AUDIENCE

Meet high-value consumers and design professionals.

## 03 BRAND VISIBILITY

Position your brand within a premium design environment.

## 04 BUSINESS CONNECTIONS

Build relationships with buyers, designers, developers and distributors.

## 05 CULTURAL RELEVANCE

Enter a market where global design meets contemporary Saudi living.



# WHY MAISON CHIC?

## WHO WILL YOU MEET?

You will have the opportunity to meet the people shaping the future of interiors, hospitality and luxury living in Saudi Arabia

### 01 TRADE

Architects  
Interior Designers  
Developers  
Contractors  
Retailers  
Distributors  
Hospitality Professionals  
Procurement & Purchasing  
Real Estate Professionals

### 02 CONSUMER

Luxury Homeowners  
High-Net-Worth Individuals  
Design Enthusiasts  
Collectors  
Style-Conscious Consumers  
Decision Makers

### CONNECT. DISCOVER. EXPAND.

A curated audience of industry professionals, influential buyers and design-conscious consumers.

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# PRODUCT CATEGORIES

## FURNITURE

Living / Dining / Bedroom / Outdoor

## HOME ACCESSORIES

Objects / Decorative Pieces / Vases

## LIGHTING

Decorative / Architectural / Statement Lighting

## TEXTILES

Rugs / Cushions / Throws / Fabrics

## ART & OBJECTS

Art / Sculptures / Collectibles

## TABLETOP & DINING

Tableware / Serveware / Dining Accessories

## WALL & SURFACE

Wall Art / Panels / Decorative Surfaces

## OUTDOOR LIVING

Furniture / Accessories / Garden Design

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# MORE THAN AN EXHIBITION

## **DISCOVER**

New collections  
& emerging brands

## **CONNECT**

Designers, buyers  
& decision makers

## **EXPERIENCE**

Curated spaces  
& immersive displays

## **INSPIRE**

Trends, ideas &  
new ways of living

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# WHAT YOUR BRAND GAINS

## VISIBILITY

Reach a premium  
Saudi audience

## POSITIONING

Present your brand within  
a curated design environment

## NETWORKING

Meet buyers, designers  
and decision makers

## LEADS

Generate qualified  
business opportunities

## MARKET ENTRY

Build your presence  
in Saudi Arabia

## BRAND STORYTELLING

Introduce your collections  
to a new market



# PREVIOUS EDITION

10,000+

VISITORS

62+

BRANDS

50+

EXHIBITORS

9

COUNTRIES

20

DESIGNERS

%30

VIP GUESTS



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# VIP & DESIGN COMMUNITY

## THE PEOPLE WHO SHAPE THE MARKET



**Designer**



**Project Developer**



**VIP Preview**



**Hospitality**



**Business Networking**



**Private Meeting**



**Design Community**



# BRING YOUR BRAND TO SAUDI ARABIA

## BECOME AN EXHIBITOR

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