



PREMIUM HOME STYLING EXHIBITION

COEX 6.25-28

COEX 12.17-20



2026

COEX June. 25 - June. 28

COEX Dec. 17 - Dec. 20

Organized by **RX** K Fairs **CSLV**
CASA LIVING



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PREMIUM HOME STYLING EXHIBITION

HOME-TABLE DECO FAIR X THE MAISON brings the latest premium home styling trends to the show floor and offers inspiring ideas.

HOME-TABLE DECO FAIR X THE MAISON opens the door to new inspiring ideas and business opportunities. Every year, this event is considered one of the most anticipated and important events to participate in, among many enthusiasts and professionals in the decoration and lifestyle industry in Korea. HOME-TABLE DECO FAIR X THE MAISON features a curated selection of influential furniture, interior brands, and every single corner of one's lifestyle. The show has welcomed more than 150,000 visitors in the past year, connecting architects, interior designers, specifiers, retailers, and end-consumers with leading brands.

We invite you to HOME-TABLE DECO FAIR X THE MAISON, which leads you to improve your brand awareness through discovering a wide range of networks.



2026
Jun. 25 - 28
SEOUL COEX

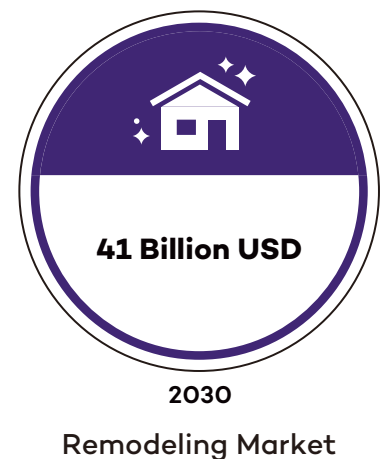
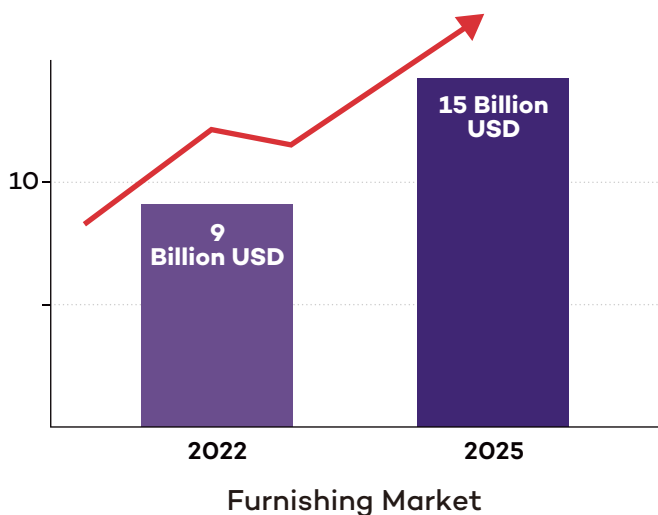


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DISCOVER NEW OPPORTUNITIES IN KOREA

Korean consumers' interest in furnishing and decorating their homes is growing rapidly and becoming increasingly more sophisticated. Driven by the increasing number of single households, income growth, and a new social trend to spend more time at home, Korea's furnishing market value has doubled over the past five years to 9 billion USD and is projected to reach 15 billion USD by 2025. Also growing hotel business, new golf club and resort projects, and several new landmarks expand the interior design and furnishing market.



I EXHIBIT ITEMS



TOTAL LIVING &
INTERIOR

HOME DECO &
LIFESTYLE

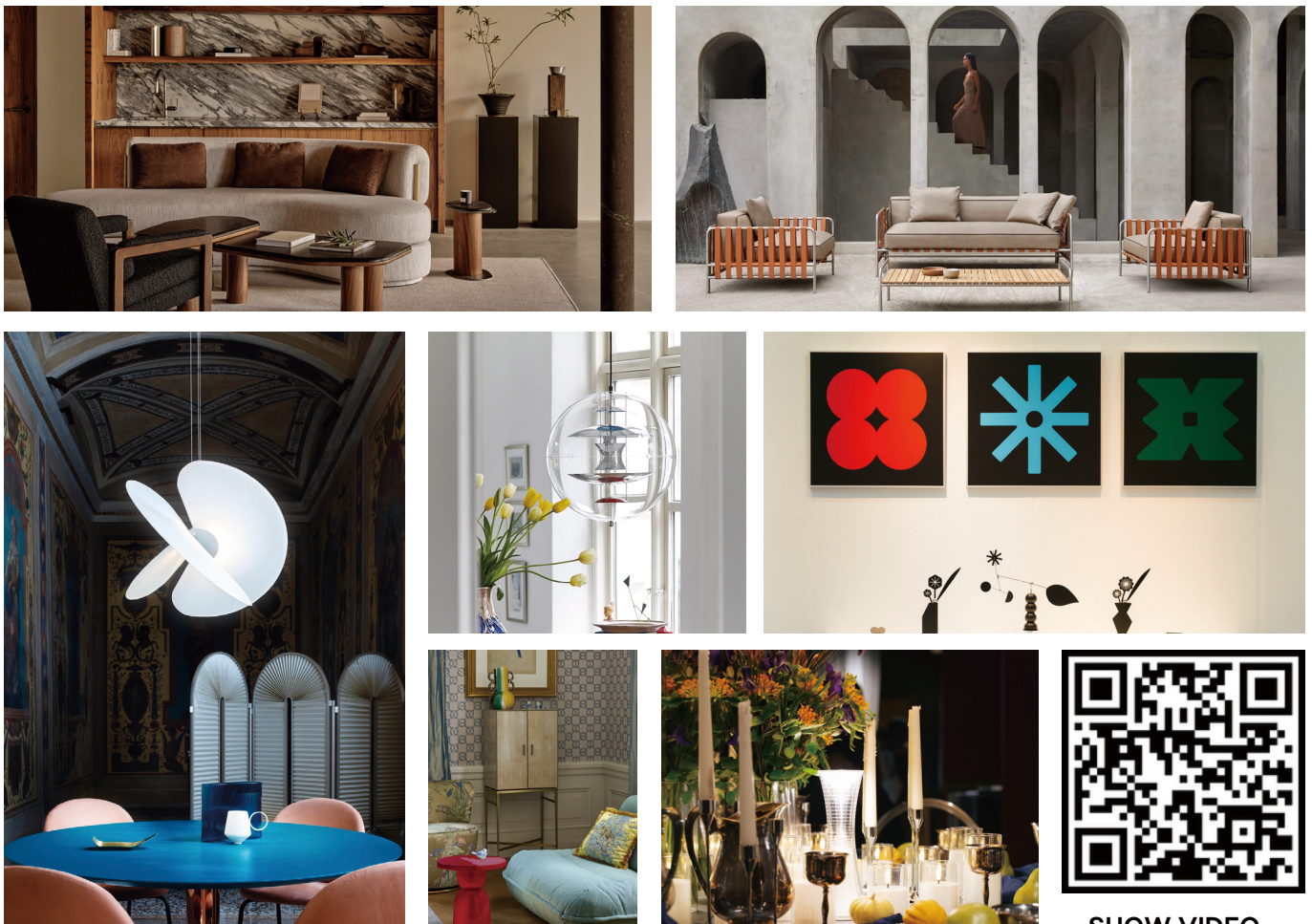
KITCHEN &
TABLEWARE

ARTLIVING &
CRAFT

SMART HOME &
APPLIANCE

I INTERIOR DESIGN TREND

Showcasing the current interior design and furnishing trend on the show floor.



SHOW VIDEO

I SPECIAL FEATURED SECTORS

0% WASTE Highlights eco-friendly and sustainable products.

NEXT CREATORS Young creators are given a chance to showcase their talent.

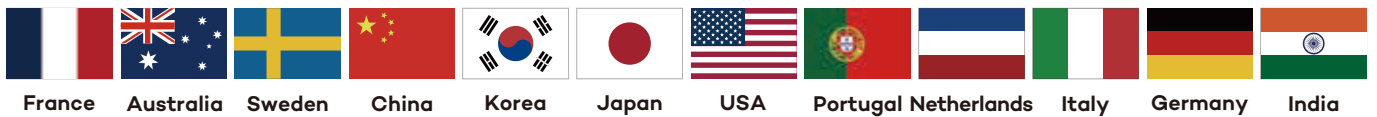
BRAND-NEW Focus on new innovative products of the exhibitors.

ART LIVING Galleries present art pieces on the show floor.

CRAFT Galleries present art pieces on the show floor.

I INTERNATIONAL

The Home Table Deco Fair X The Maison is Korea's premier premium home styling exhibition. It serves as a platform to explore not only the trends in the Korean market, which is currently attracting global attention, but also the broader Asian market. This event offers a valuable opportunity to discover direct global business prospects.



I FACTS & FIGURES

RESULTS

THE MAISON

361
Exhibitors

621
Booths

72,225
Visitors

BUSAN

189
Exhibitors

425
Booths

46,815
Visitors

SEOUL

546
Exhibitors

957
Booths

88,604
Visitors

EXHIBITOR PROFILE

TOTAL LIVING & INTERIOR

44.2%

HOME DECO & LIFESTYLE

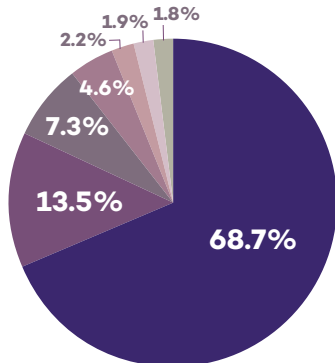
26.8%

KITCHEN & TABLEWARE **13.8%**

ART LIVING & CRAFT **8.6%**

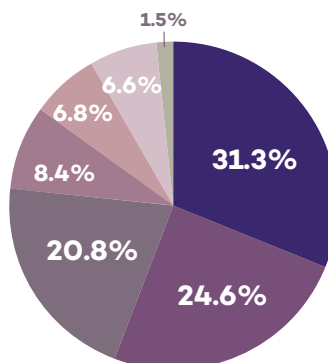
SMART HOME & APLLIANCE **6.6%**

BUYER PROFILE



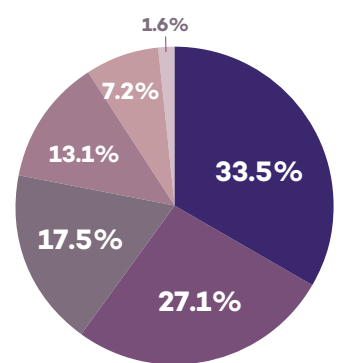
PURPOSE OF VISIT

Market and Product Research	68.7%
Industry Research	13.5%
New Brand Research	7.3%
Meeting	4.6%
Client Visit	2.2%
Product Trade	1.9%
Networking	1.8%



B2B VISITORS

Interior / Design	31.3%
Retail / Distribution / Department Store	24.6%
Social Commerce / Online Shopping	20.8%
Manufacturing Industry	8.4%
Media / Influencers / Government Officials	6.8%
Construction	6.6%
Restaurants and Hotels	1.5%



VISITOR AGE GROUP

30s	33.5%
40s	27.1%
50s	17.5%
20s	13.1%
60s	7.2%
10s & 70s and above	1.6%



I APPLICATION

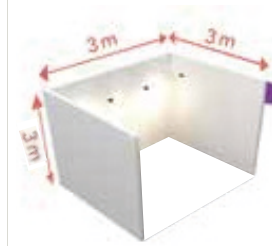
BOOTH TYPE



Raw Space

Space only provided. Exhibitor must choose one of the official contractors registered at the exhibition center.

THE MAISON



*Carpet is excluded.

SEOUL



Shell Scheme

Wooden walls, company name board, carpet 3 lights, 1KW power, power outlet provided.

BOOTH PRICE

SEOUL / THE MAISON

Raw Space

3,000 USD

Shell Scheme

3,500 USD

*VAT applies according to local regulations. Custom booth packages can be tailored upon request

Contact

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I CONFERENCE

'Design Salon Seoul' offers keen analysis and guidelines of home styling trends and design inspirations.





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