

EDITO
PARIS

PRESS KIT

NOVELTIES 2025

MAISON & OBJET - HALL 6 - STAND L51

edito.paris

Twice a year, publishing house Edito Paris presents its new collections at the MAISON&OBJET trade show. In January, the brand, which celebrated its tenth anniversary, confirmed its move upmarket with original proposals for its premium and signature lines. Launched two years ago, the latter invites contemporary designers and creators to dialogue with Isabelle Desauty, founder of Edito Paris, to develop original proposals. This season, the number of collaborations has multiplied, whether with young design talents like Claire Buet, or established ones like Charles Kalpakian, or artists like sculptor Aude Perrier.

Preview Signature EDITO

PARIS X CLAIRE BUET

A sensitive universe

Just six months after meeting, Isabelle Desauty and Claire Buet present the DOTT and SHADE rugs. The artistic director of ÉDITO PARIS and the young designer, who likes to question and enhance our relationship with our environment, hit it off immediately. "Claire showed me some rather poetic projects involving interweaving and weaving with sensitive uses. This universe had a bias towards transparency and sensitivity, which touched me," confides Isabelle. "I wanted to challenge her by suggesting that she explore two types of design. The first was a graphic, unstructured design that broke with the codes of the familiar striped motif. This is DOTT's style. And a second, which recreates a space within a space, with a gradient framing another gradient. That's SHADE.



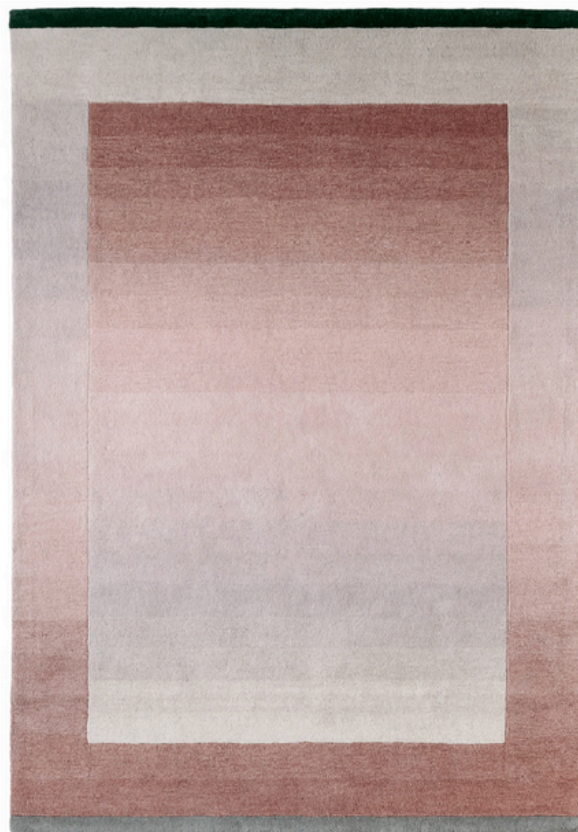
Noble materials, traditional craftsmanship

The DOTT and SHADE rugs are made from New Zealand wool. Both are hand-tufted in two different Indian workshops. The first is skilled in hybrid creations like DOTT, while the second is more specialized in the gradient effects required for SHADE.



Tapis DOTT

160 x 230 cm | Prix : 815€
200 x 290 cm | Prix : 1025€



Tapis SHADE

120 x 170 cm | Prix : 925€
160 x 230 cm | Prix : 1550€
200 x 290 cm | Prix : 2200€

Next up... two new collabs with designer Charles Kalpakian and sculptor Aude Perrier... **To be discovered at Maison & Objet!**



Novelties

PREMIUM WOOL

Hand-tufted in India from New Zealand wool, the carpets in the Edito Paris Premium Collection claim excellence at every level. Material, craftsmanship, design, eco-design and the possibility of made-to-measure...this collection represents a veritable catalog of inspiration for specifiers, architects and decorators, as well as for decorating fans.



Tapis BINIBECA 160 x 230 cm | Prix : 795€ 200 x 290 cm | Prix : 998€



Tapis SAIL 160 x 230 cm | Prix : 795€ 200 x 290 cm | Prix : 998€



Tapis NARCISSE 160 x 230 cm | Prix : 795€ 200 x 290 cm | Prix : 998€

EDITO PARIS

10 YEARS OF INSPIRATION

Since the creation of Édito Paris 10 years ago, Isabelle Desauty has been inspiring the aisles of MAISON&OBJET with her chic carpet and wallpaper collections for all budgets. Her increasingly exclusive, top-of-the-range collections focus on creativity to stay one step ahead of the trends.

In a few words EDITO PARIS is :

- **A sharp style**

Rugs that transport you to an episode of Mad Men or Austin Power, or even a crime scene. A graphic universe sometimes pop, sometimes modernist. Winks to the cement tiles and terrazzo of childhood. Shimmering colors and subtle gradations. Edito Paris captures the zeitgeist with rugs, wallpaper and small furnishings are enough to create a strong, singular atmosphere.

- **Rugs for every budget and every home**

Edito Paris has launched the "Antidote" collection, a remedy for the crisis and gloom.

and gloom, its eco-responsible synthetic fiber democratizes the most beautiful weaves. Since then, Edito has expanded its range, playing with different materials to offer rugs for outdoor use at affordable prices. others that can be cleaned with a single wipe (Vinyl collection), but also a reinterpretation of the kilim in jute.

- ***A significant move upmarket***

With the launch of its Premium and Signature ranges, Edito Paris has been expanding into the high-end segment for several years now, with collections featuring noble materials such as New Zealand wool, original textural effects, original graphics and services dedicated to specifiers, such as made-to-measure.

- ***An ethical fiber***

Edito Paris has chosen ethical production. The rugs in the Antidote collection are made as close as possible, in Belgium, from a 100% recyclable material. The wool for premium rugs comes from New Zealand. Like the jute used in kilims, it is hand-woven in workshops selected by Isabelle Desauty for their respect for the environment and labor rights. Edito Paris also limits its restocking to 2 shipments per year, and operates only with ThinkGreen ThinkGreen label carriers. Finally, Edito Paris works with a logistics center that employs disabled people. Integration is a subject that touches Isabelle Desauty personally, as the mother of an autistic son.

- ***Inspiring collabs***

For the past 2 years, Isabelle Desauty has been inviting designers to make her of her young publishing house. Marine Peyre, Piergil Fourquié, Jean Couvreur have already lent themselves to the game to propose capsules as exclusive capsules.



Isabelle Desauty: a woman on the edge

If Edito Paris immediately found its audience, is undoubtedly that it bears a striking resemblance to its founder Isabelle Desauty. At once a mother and an entrepreneur, a Parisian and a citizen of the world, she has launched a brand that is very much of its time, sharing in a universal way the influences of a singular career path. From her early professional life in the audiovisual industry, Isabelle has retained a sense of image and a taste for directing. From her childhood in Tunisia, and expatriations to India and Morocco, she has retained a love of color and respect for artisans. After launching her first children's decorating brand, she finally set her sights on rugs. "Because it allows creativity to express itself like on canvas, and also because it gives me the opportunity to perpetuate the links with the craftsmen I met during my expatriation", she recounts. Since then, as her travels, encounters, artistic tastes and feelings take her, she has been composing designs for collections presented to professionals twice a year at MAISON&OBJET.