

BAIMARA

Interior Design & Lifestyle

Handwoven in the Andes · Made for the World

Maison & Objet Paris — September 2026

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Ancient Hands, Contemporary Homes: Baimara Returns to Maison & Objet

Where ancestral weaving meets modern interior design

Madrid-based brand BAIMARA returns to Maison & Objet Paris for its second consecutive year, presenting a curated collection of handwoven home décor and lifestyle pieces crafted by Andean weavers using centuries-old techniques. Cushions, rugs, poufs, and accessories that carry within them a story of nature, community, and remarkable human skill.

A Living Tradition

BAIMARA was born from an encounter — a journey through the Andes that brought its founders face to face with the women who keep one of the world's most ancient textile traditions alive. In manual looms, working exclusively with natural wool and plant- and mineral-based pigments, these weavers spend up to four weeks producing each individual piece. Every motif carries meaning. Every colour is drawn from the earth.

The result is not a product. It is a testimony.

Craft as the New Luxury

In an era of mass production and algorithmic aesthetics, BAIMARA proposes something radically different: objects that are irreplaceable because they are unrepeatably. No two pieces are identical. Slight variations in tone, texture, and pattern are not imperfections — they are the signature of the human hand, the proof of authenticity that discerning buyers and specifiers increasingly seek.

Growing consistently since 2019, BAIMARA has established itself as a reference in the Madrid market and is now expanding its reach to the European interior design community through its participation in the world's leading design fair.

At Maison & Objet 2026

Visitors to the BAIMARA stand will discover the full spectrum of the collection: ethnic cushions in multiple sizes and patterns, handwoven rugs, poufs, lamps, and fashion accessories — all united by a commitment to natural materials, artisanal excellence, and quiet, enduring beauty.

"We go to Maison & Objet to share not just objects, but the story behind them — the landscape, the community, the craft. We believe that is what makes a home truly alive."

Loreto Vazquez — Founder, BAIMARA

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