

Maison & Objet Paris | September 2026

Upside Stories Turns Little Everyday Stories into Home Decor 🤔

At Maison & Objet September 2026, Upside Stories unveils its colorful creations inspired by **the little stories of everyday life**: a first collection of vases designed to be displayed **on a shelf or hung on a wall**, alongside **Le Dressing Upside** collection, a capsule of vases inspired by our favorite wardrobe staples.



Inspired by Everyday Stories

At Upside Stories, every object begins with **a story we all recognize**.

The sock that mysteriously disappears in the laundry. The friend who always takes over the playlist at every party. A little heartbreak (don't worry, we're over it now). Or those moments spent daydreaming during a video call...

Simple, familiar and often universal situations, transformed into **joyful and colorful** decorative objects.

Upside Stories creations also have a funny way of **reminding us of someone**. Sometimes a friend. Sometimes ourselves.

A First Collection of Vases to Display or Hang 🖼️

Why choose between a vase and a wall decoration?

Upside Stories' first collection was designed to live just as comfortably **on a shelf as it does on a wall**, with or without flowers.

Thanks to discreet fixing holes on the back, each piece can be hung and incorporated into a wall composition alongside a mirror, a poster or a clock...

A playful way to reinvent the vase as a true decorative object.



The Story Behind Upside Stories 📖

Upside Stories was born in Bordeaux. After more than ten years creating together in the worlds of design and beauty, Clara and Reda came up with the idea of turning everyday anecdotes and familiar little stories into vases.

Decorative objects and gift ideas that celebrate life from its brighter side 😊

Le Dressing Upside: Iconic Wardrobe Pieces Reimagined as Decor 🧥

For this new collection, Upside Stories takes inspiration from some of the most **iconic pieces in our wardrobes**: heart-print boxer shorts with unmistakable sitcom-romance energy, delightfully cheesy, the mini skirt that makes us feel unstoppable, the overalls beloved by the eternally creative...

Familiar pieces that are instantly recognizable and often **remind us of someone**.

This time, it's the wardrobe telling its own little stories.

Meet Upside Stories at Maison & Objet

📅 From 10th to the 14th september 2026

📍 Hall 7 – Gift & Play – D85



@upside_stories

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