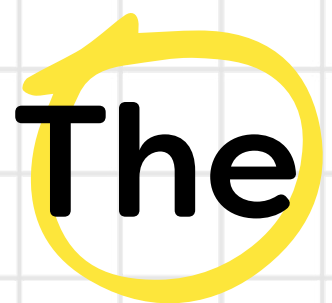


Créations & savoir-faire celebrates its 30th anniversary!

 The leading craft event



November 18 to 22, 2026
PARIS EXPO PORTE DE VERSAILLES
HALL 6



SUMMARY



FOR FIVE DAYS, THE LARGEST DIY COMMUNITY GATHERS IN PARIS TO CELEBRATE CREATIVITY, SHARING, AND CONNECTIONS.

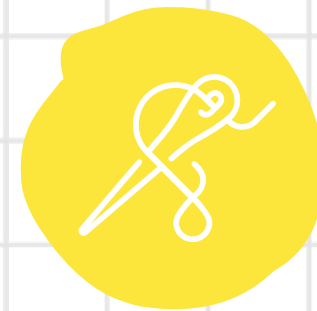
**CRÉATIONS & SAVOIR-FAIRE
CELEBRATES ITS 30TH
ANNIVERSARY!
COME AND CELEBRATE
WITH US!**

WHO ARE WE?

Créations & savoir-faire, the biggest and best craft event in France.

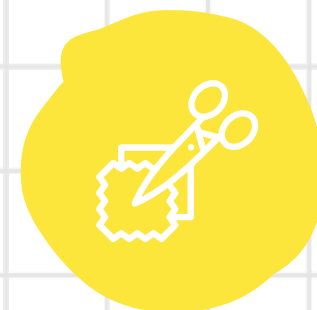
For 30 years, this unmissable event for creative hobbies in France has been bringing together enthusiasts and professionals from all areas of DIY: thread & needlework, paper crafts & fine arts, decoration, food and crafts, creative hobbies for children, and more.

Créations & savoir-faire is the leading event for creative hobbies and DIY in France!



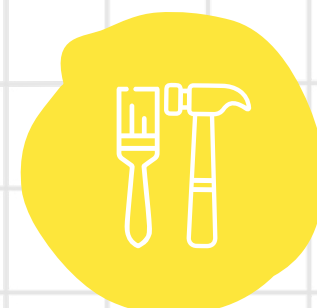
Needlecrafts

Textile art, stitching, sewing, crochet, lace, haberdashery, customization, textile painting, knitting, tufting, beads and jewelry...



Paper Arts & Fine Arts

Watercolor, card making, ceramics, drawing, origami, stationery, textile painting, scrapbooking



Creative Home & DIY

DIY, creative cooking, creative hobbies for children, painting, household products, printing on all media...

THE ARTS AND CRAFTS MARKET*

Arts & crafts has become a real social phenomenon resulting from new consumption patterns.



**Over
€100 billion**

€626

Average yearly
budget
(+3% compared to 2025)

+ 25%

in just a few
years

Arts & crafts continues to appeal to French consumers. The global market is estimated at over €100 billion, a third of which is dedicated to home improvement.



96%
of French people
do DIY

Financial reasons remain the main motivation for both amateurs and crafting enthusiasts.

89%

do DIY to save
money.

Creating rather than buying



Arts and crafts

€272 / year

or
**€20
/ month**



French
practice an
average of
5 activities

74%

believe that crafting is a
good way to disconnect
from everyday life and
cultivate well-being.

For
92%

Craft and hobby add joy to
everyday life.

76%

of the French consider
craft and hobby help
refocusing



**CREATIONS & SAVOIR-FAIRE IN PICTURES:
DIVE INTO THE WORLD OF THE #1 CRAFT EVENT.**

HOME CREATIVITY : A KEY SECTOR



Our 2025 content creators:

@madeinestel (271k followers),
@gaelandsew (147k followers)
@lebazardannecharlotte (86,6k followers)
@edoucrochet (837k followers on TikTok)
@clotilde.puy (84k followers)
@inesaki_ (281k followers)
@etdieucra (370k followers)
@alicia.flipo (276k followers)
@juste_cree_le (278k followers)
@titilatoquee (81,8k followers)
@Marycherrybakes (11,4k followers)
@amelia_nymphea (143k followers)



1. Home decorating and creative cooking are two of the French favorite activities. *
2. ID•DECO an inspirationnal space dedicated to craft and hobby for home deco, designed in partnership with expert content creators and Marie Claire Idées.
3. A home deco partner brings this space to life: With la Fée Caséine and Annie Sloan in 2025

marie claire
idées

Home creativity 2025 exhibitors this year:

Ankersmitt • Cricut • Silhouette • La fée Caséine
Annie Sloan • Unicraft • Fujifilm • la Balaiterie
La plante magique • Panet Zen • Évasion mosaïque
Mykitdiy • Cmacrea...

CREATIVE COOKING: THE FRENCH SECOND FAVORITE ACTIVITY



50%

of French people

engage in creative cooking

61%

of men

60%

of women

say they engage in this activity.

This activity involves all age groups.

Our 2025 content creators:

@Titilatoque (81,9k followers)

@Marycherrybake (11,4k followers)

A sector that generates a lot of buzz :

#food

550 million posts

Cooking

3rd

most popular topic on social media, after lifestyle and travel.

53%

of posts feature culinary content

1.

ID•FOOD: a new inspiring space at the heart of the sector Maison Créative !
On the agenda: exclusive demonstrations and workshops led by expert content creators.

2.

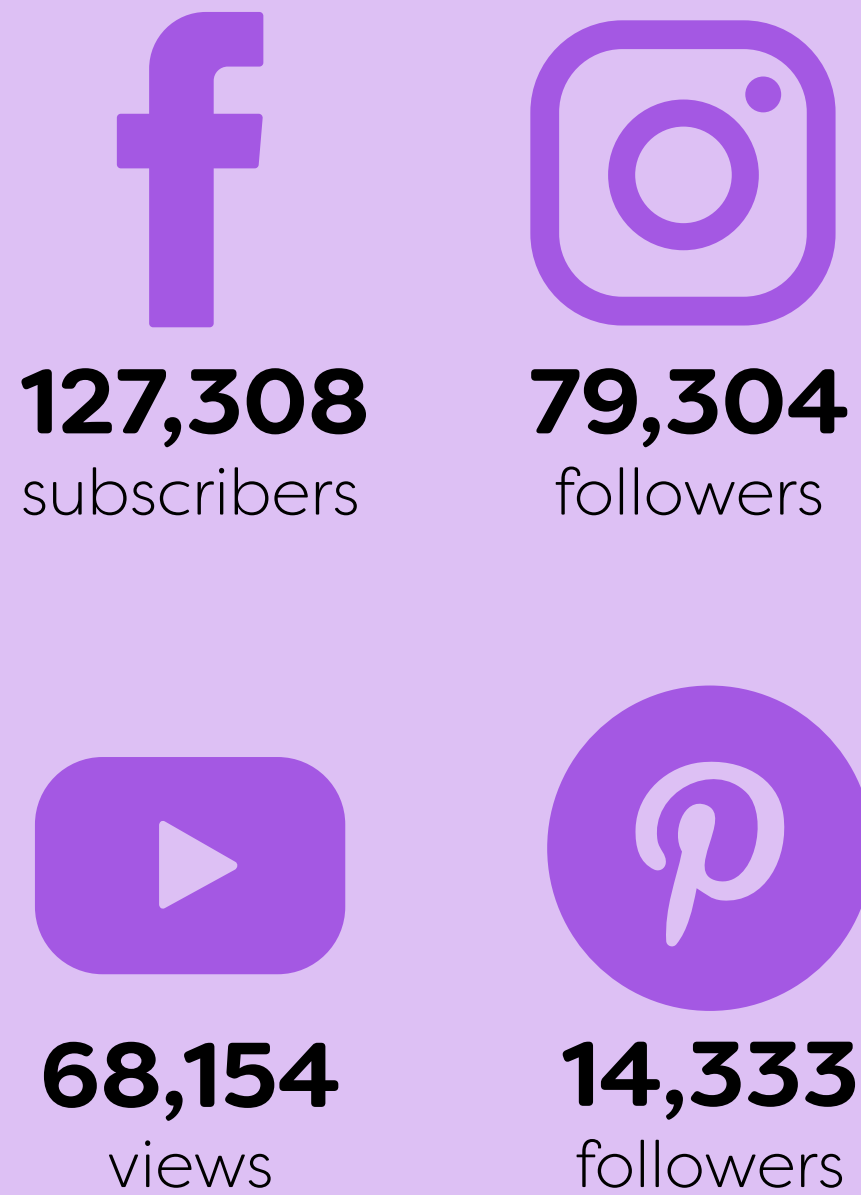
In partnership with a major player in the culinary sector. In 2025, 750g and the Académie du Goût were at our side to support the visibility of the space and bring it to life.

750g

Académie
du
Goût

A HIGHLY POPULAR EVENT

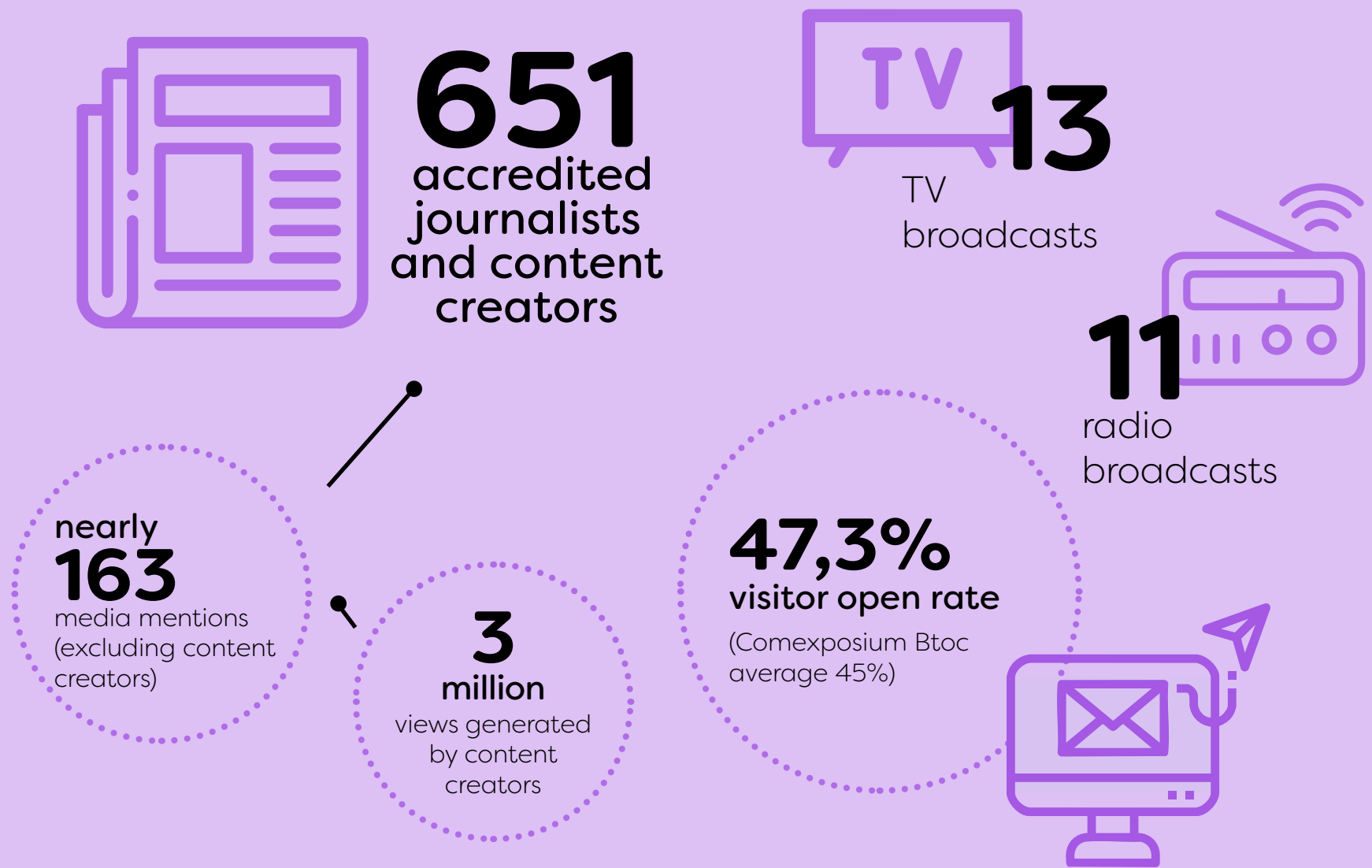
THE POWER OF SOCIAL MEDIA *



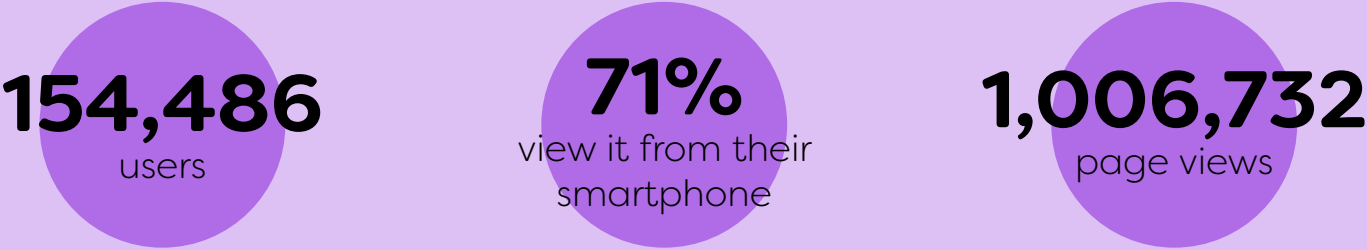
* February 2026 figures



MEDIA THAT PROMOTES EXHIBITORS, AND A LONG-STANDING PARTNERSHIP WITH MARIE CLAIRE IDÉES.*



A strong website *



* from January 1, 2025, to December 31, 2025

EXCITING EVENTS TO BOOST YOUR VISIBILITY!



→ Evening opening :

Associate your brand with the trade show's evening event on **Thursday, November 19, 2026**, by creating a buzz and generating additional visitor traffic to your booth.

→ Family Day :

Attract the younger generation while involving parents! Take advantage of **Sunday (+13% visitors in 2025)** to share your expertise and offer activities specially designed for families in the show's Central Aisle.

→ Speed Knitting :

Speed Knitting, where creativity and competition come together at Créations & savoir-faire! **The French Speed Knitting Championship**, in partnership with KATIA and Modes & Travaux in 2025, attracts the fastest knitters in France every year and generates exceptional press coverage.

Katia

**MODES
& TRAVAUX**





CRÉATIONS & SAVOIR-FAIRE PRESENTS :

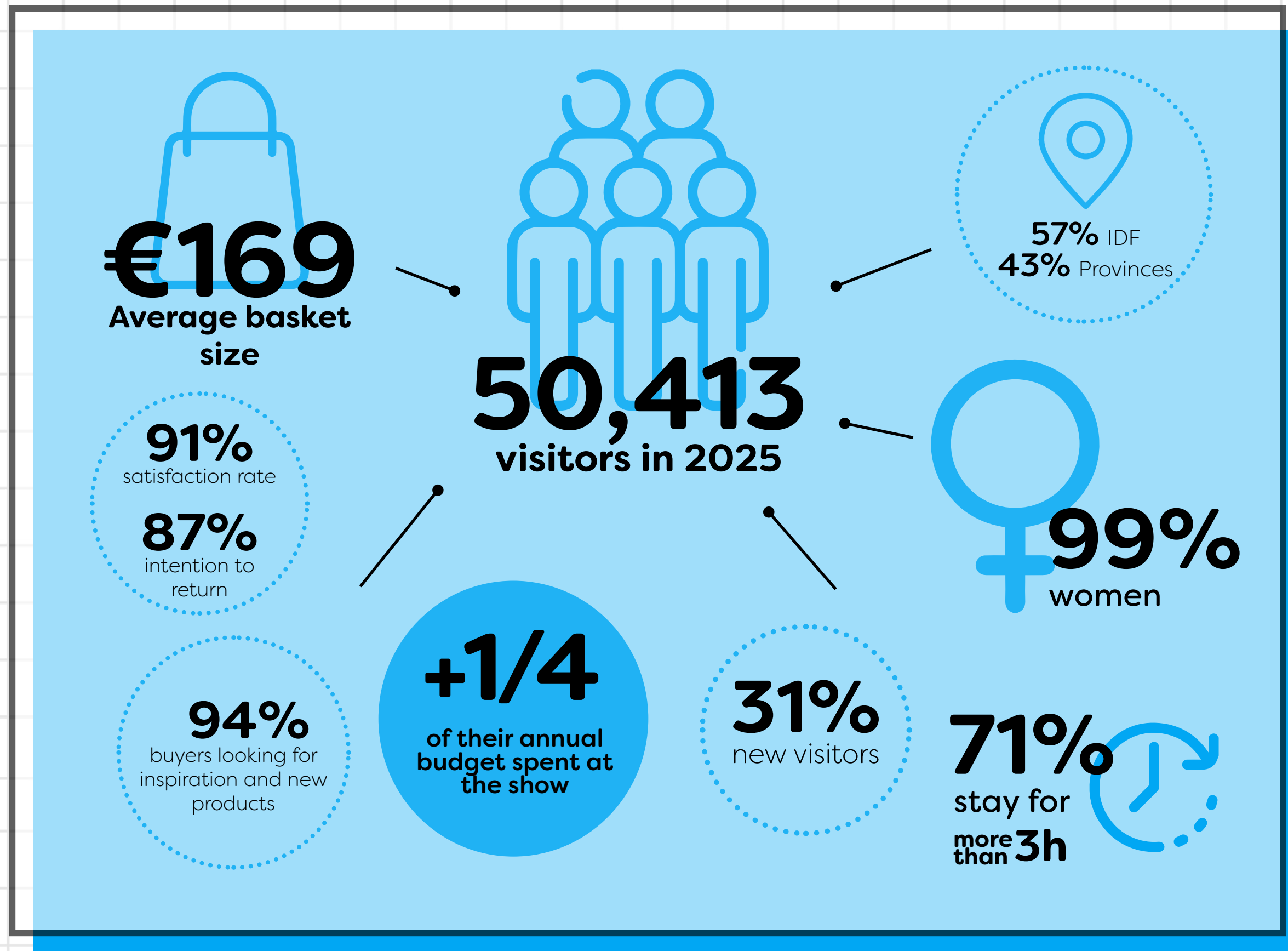
L'EXPO --- ART --- TEXTILE

2025

The iconic Exposition Art Textile celebrates textile creation every year through a selection of artists, artisans, and collectors whose medium of choice is thread.



VISITOR PROFILE CRÉATIONS & SAVOIR-FAIRE*



Visitor dispatch



27% Thursday
25% Saturday
20% Friday
14% Sunday
15% Wednesday



Key dates as the holiday season approaches:
November 18 to 22, 2026



VISITORS*

« I discovered new designers and creators, and I loved meeting the talented people I follow on social media in person. »

« The two workshops I attended were great! I met some wonderful people and had some great conversations with other enthusiasts. In just one day, I filled up my social and creativity meters! »

« This fair is a great source of creative inspiration. It allows me to meet creative influencers, talk to them, buy their creations in person, discover new techniques, and find products that are hard to find outside of the city, other than on the Internet. »



KEY FIGURES



332
exhibitors

+8%
vs. 2024



over
60 %

of exhibitors
present in 2025
are already
registered
for 2026.

65%

of exhibitors say that the
trade show is important for
their business.

80%

loyalty rate

Confidence in trade shows:

For our exhibitors, they are becoming
the second most popular sales channel,
just behind their online stores.

Why exhibit?

- **Increase** your revenue
- **Recruit** new customers
- **Boost** your brand awareness
- **Test** your new products

They share their experience *

*It's a great opportunity to meet colleagues and suppliers who share the same passion and profession, as well as our customers, both old and new, to whom we can present our products and introduce our brand in person.
The event attracts a lot of people, with high-quality meetings and great business opportunities. It's truly a flagship **trade show in our industry!***

FILOMENE - Thread and Needle

***I gained visibility:** visitors who didn't know my brand became buyers.*

GRANDS MOMENTS CREATIONS - Paper & Fine Arts

*A dynamic atmosphere, with **visitors who were curious and enthusiastic** about discovering new DIY techniques.*

UNE CROIX LE TEMPS D'UN THE - Thread and Needle

Lots of visitors, contacts, compliments... and great sales!

LES DEMOISELLES DE L'AIR - Creative home

THEY HAVE CONFIRMED THEIR PARTICIPATION IN THE 2026 EDITION:

A ET J COUTURE • A LITTLE SHOP • A LIVRE OUVERT • ADELIN KLAM • ALADINE • PASSIONAIMANTS • AMAGATEWAX • ANNA ROSE PATTERNS • ANNY BLATT • ATELIER BERNIE • ATELIER BRUNETTE • ATELIER D'EOLE • ATELIER DE LA CREATION • ATELIER DES ABCDAIRES • ATELIER EDITIONS DE SAXE • ATELIER EMILIE • ATELIER POETIS • ATELIER RUBAEL • ATELIER SCAMMIT • ATELIER TOURMALINE • AUGUSTINE ET BALTHAZAR • AU CHAS CREATIF • AVENTURA EDITIONS • AVRIL FABRICS • BAUME DEVIE • BASILIC & LEON • BOHIN FRANCE • BOHO & WOOD - CREATIONS • BRITNEY POMPADOUR • BY SIMONE • CALISSONE • CAMELIR • CANEVAS FATAL • CAROLE RAMPINETTA • CATHY ET SES OUTILS • CERVANTES • CHARLIE POMPON • CHARLOTTE JAUBERT • CHEZ JOSEPHINE • CHEZ VERA • CLEMATISSE PATTERN • COM'1 IDÉE • COMPTOIR DU CACAO • CONSUENDI GMBH - BABY LOCK • COOCOOL MERCERIE • CORALIE BIJASSON CREATIONS • CORINNE LAPIERRE • COUDRE PARIS • COUSETTE • CRAZYCAT TRANSFER • CREATITY LUXE • CREATITO • CRICUT FRANCE • DECO CUIR • DES HISTOIRES A BRODER • DETOXIMIX • DRESS YOUR BODY • DUPE JULIA • E-MARK CREATE • EDITIONS DE SAXE • EDITIONS EYROLLES • EDITIONS LOVE PAPER • ELINE ET LAINES • ENCRE ET NUMÉRIQUE • EVASION MOSAÏQUE • FAIRY FACTORY • FABER CASTELL • FILOMÈNE ATELIERS • FITIYOO • FLICK FLACK • FOLIE ORDINAIRE • FUJIFILM FRANCE • FUKURI • GAUDRILLET TAPIS • GERMAIN PATRONS • GLORIA 2D CREATIONS • GREEN BOBINE • HAÏLANE • HISTOIRES DE FILLES • HUSQVARNA / PFAFF • IKATEE • IL MONDO DI PEZZE • INHOMA DESIGN • INMA PATCHWORK • INSTINCT COUTURE • JOY CADEAUX • KAETSU • KATIA • KIDI FABRICS • KLAPOTIS • LA BLU BARCELONA DESIGN • LA CHROMIE ZINZOLINE • LA CUISINE DE FRANÇOIS • LA CUISINE DE MARIE • LA DROGUERIE • LA GRANGE AUX TISSUS • LA MAISON NAIVE • LA NOUVELLE VAGUE COULEURS • LA PETITE BOUTIQUE CRÉATIVE • LA PETITE FRAMBISE • LA PETITE MAISON DANS LA VILLETTE • LA P'TITE FABRIQUE ETHIQUE • LA RÈGLE ROULANTE • LA TAVERNE AUX MINERAUX • LA TÊTE DANS LES IDÉES • LANAS GAYFIL • LATATE • LE BONHEUR DES DAMES • LE GRAND CERF • LES AMIS D'AMALTHÉE • LES ARTISANES • LES CHAHUTEES • LES CHAUVETTES • LES COULEURS VF • LES COUPONS DE PARIS • LES ENCHANTEES • LES TISSUS DU CHIEN VERT • LISE TAILOR • LILI BOHÈME • LIN KIT L'AUTRE • LIN OU L'AUTRE ATELIER • LIVADENN • LIV BRANDBERG CÉRAMIQUE • LOLILAFEE • MAELI • MADEINESTEL • MAISON BLOOM MOOD • MAISON FAUVE • MAISON POUIC • MAISON POULETTE • MAISON SEPTEMBRE • MAJAM • MANGO EDITIONS • MANOKITKOOL • MARIE TAFIET • MARMAI COUTURE • MARS-ELLE • MARTHO • MB DIFFUSION • MINIMÂLE • MORELFILSHOP • MOTIF PERSONNEL • NACR'ATTITUDE • NANIE'S CROCHET • NYMPHEA - FLEUR DE SOLEIL • NUNO TISSUS JAPONAIS • OCTOPUS CREATIONS • ODIF • ODILE BAILLOEUL CREATIONS • OLGA KALI ART • ONOE BIJOUX • ORISAE • PAPA PIQUE ET MAMAN COUD • PATTERNS FOR YOU • PIERRE DESPRES • PLAISANT ASIAN LIFESTYLE • POINT A POINT • POULETTE MAGIQUE • PROMOD • PUZZLE CALYPTO SENTOSPHERE • RABOT KID • RAMAACREA - VENTE D'OBJETS PERSONNALISÉS • RAVENSBURGER • READY TO MAKE • REPAR-EX • ROUGIER ET PLE • SAIEN • SALUT IRENE • SARLA ET A PATRONS • SASHIKO-YA • SENTOSPHERE • SILOUHETTE FRANCE • SINGER FRANCE SAS • SOCHAP'S • SOLEIL DE MADAGASCAR • SOLYLUNA MACRAME • SO TISSUS • SPRINTEX • STEPHANIE PIOGE STUDIO • SUPER BISON • SUR LA RIVE COTE LAINE • THE COMPTOIR • TILLI TOMAS FIBER • TISSUS LM • TISSUS MY COTON • TOMLEMONDE • TON CADEAU PERSONNEL • TOUS TISSUS • TRICOTEZ-MOI • TOMBOW • UN CHAT DANS L'AIGUILLE • UNE CROIX LE TEMPS D'UN THE • VALERIE_FILUNCROCHET • VILLA CAMPOS • VINGT-SEPT • WARMI WASI • WOOLLETTE • ZAZOBOUZI ...

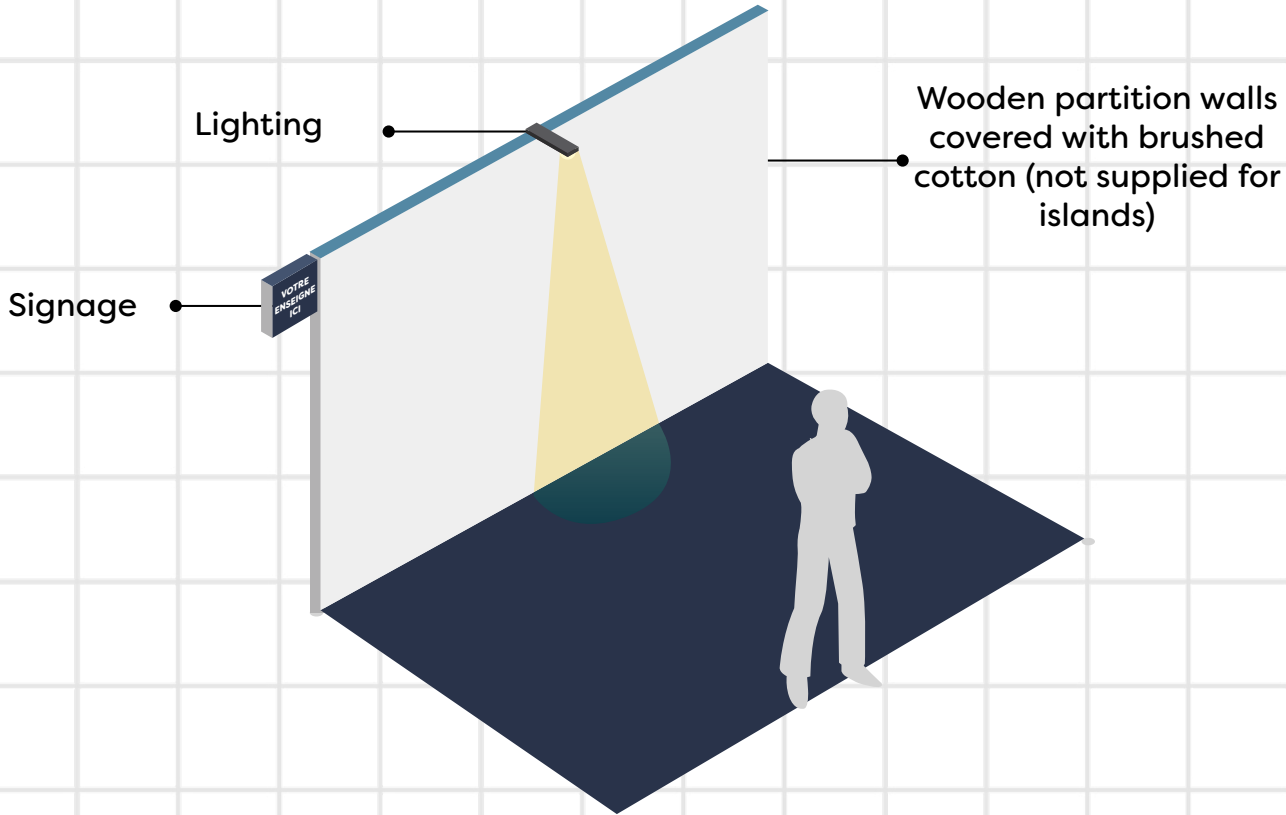


STANDS THAT MEET YOUR NEEDS*

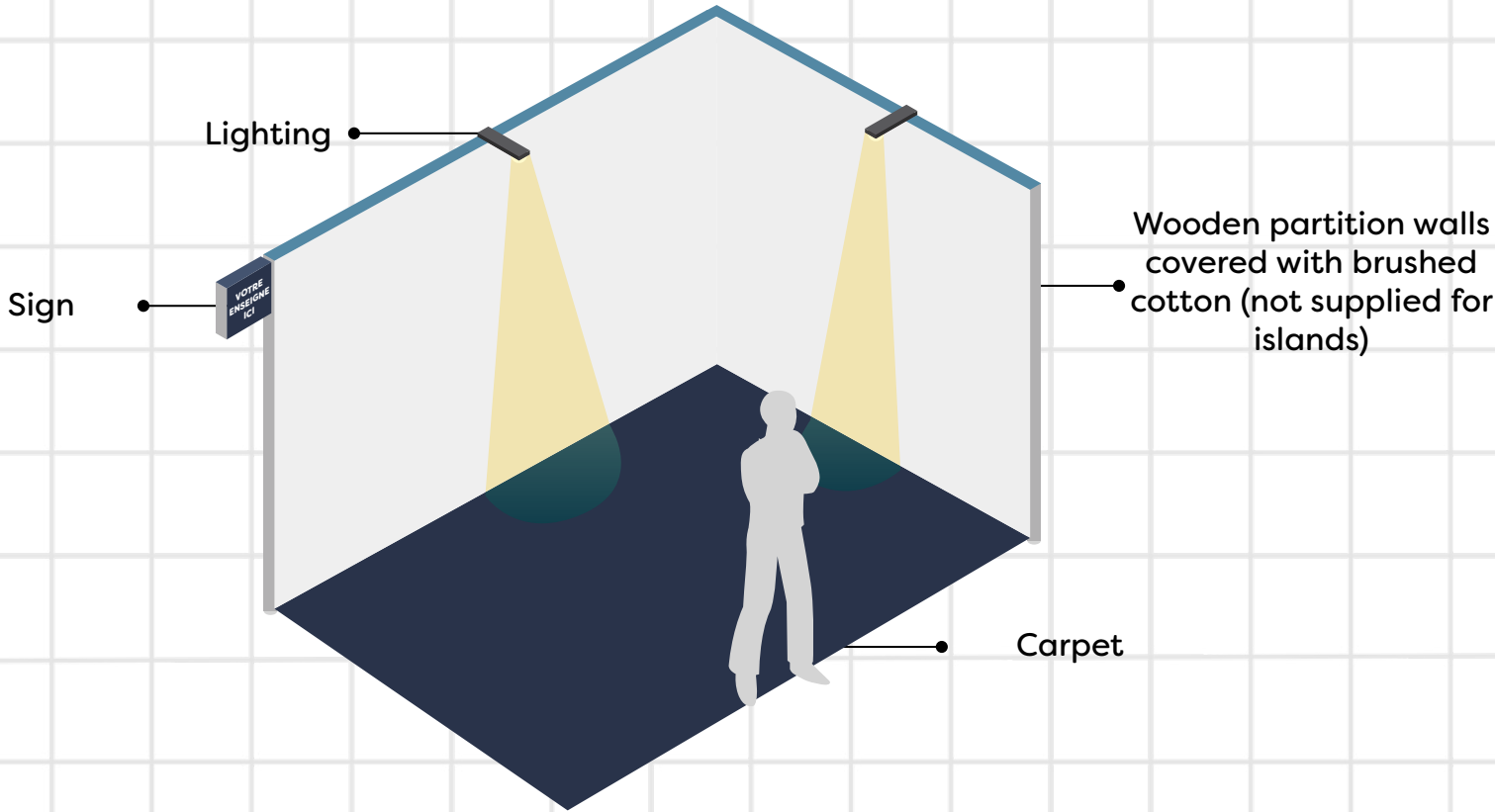
€297 excl. / sqm
From 6sqm

1st participation

If you are exhibiting at the show for the first time, take advantage of special support with the first-time participation rate.



Please note: Electrical box and front fascia not included. Price based on a stand with one open side (no corners). Additional openings will be charged extra.



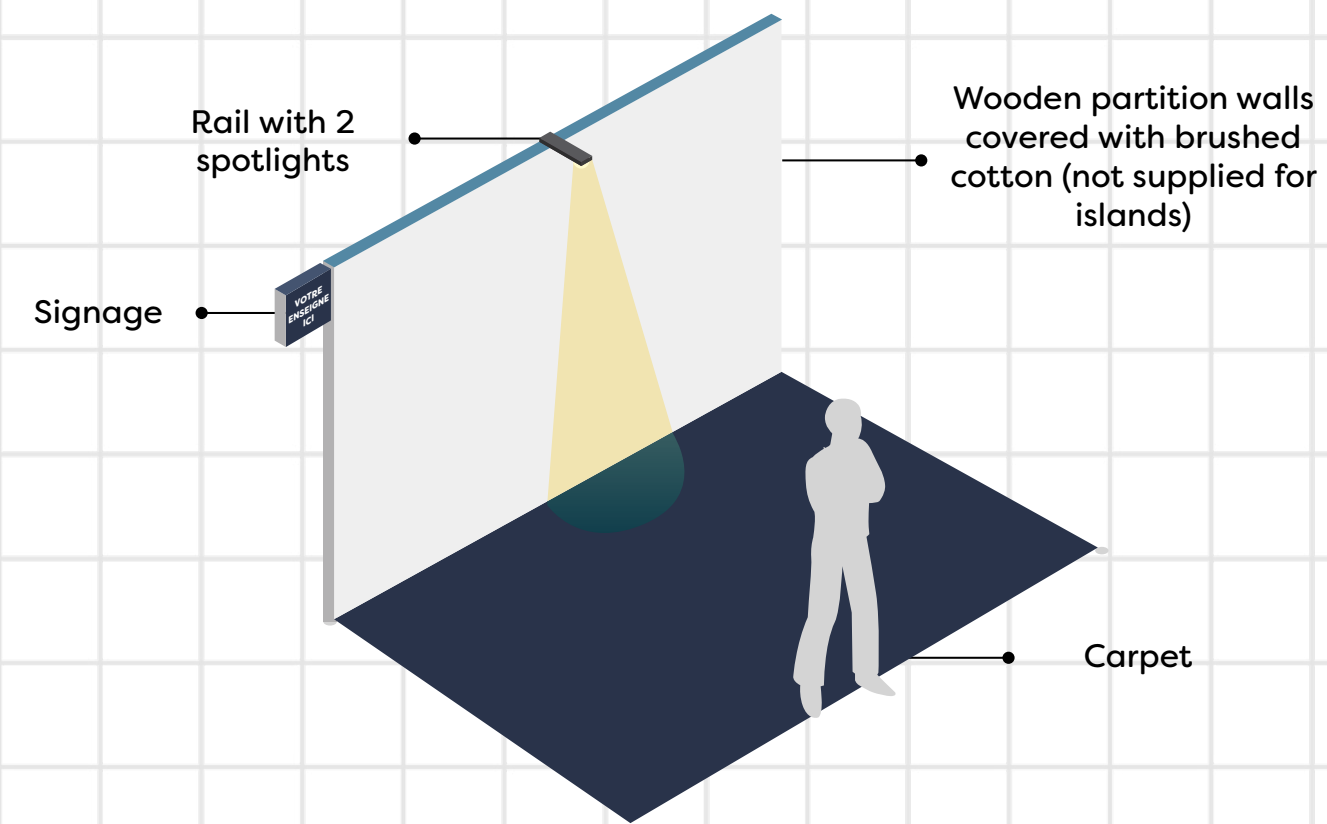
Please note: Electrical box and front panel not included.

€362 excl. / sqm
From 6sqm

Classic Stand

A stand equipped with wooden cloisons covered in brushed cotton, with integrated lighting and carpet.

STANDS THAT MEET YOUR NEEDS



Please note: Electric boiler and front fascia not included.

€297 excl. / sqm
From 6sqm

Make & Take area

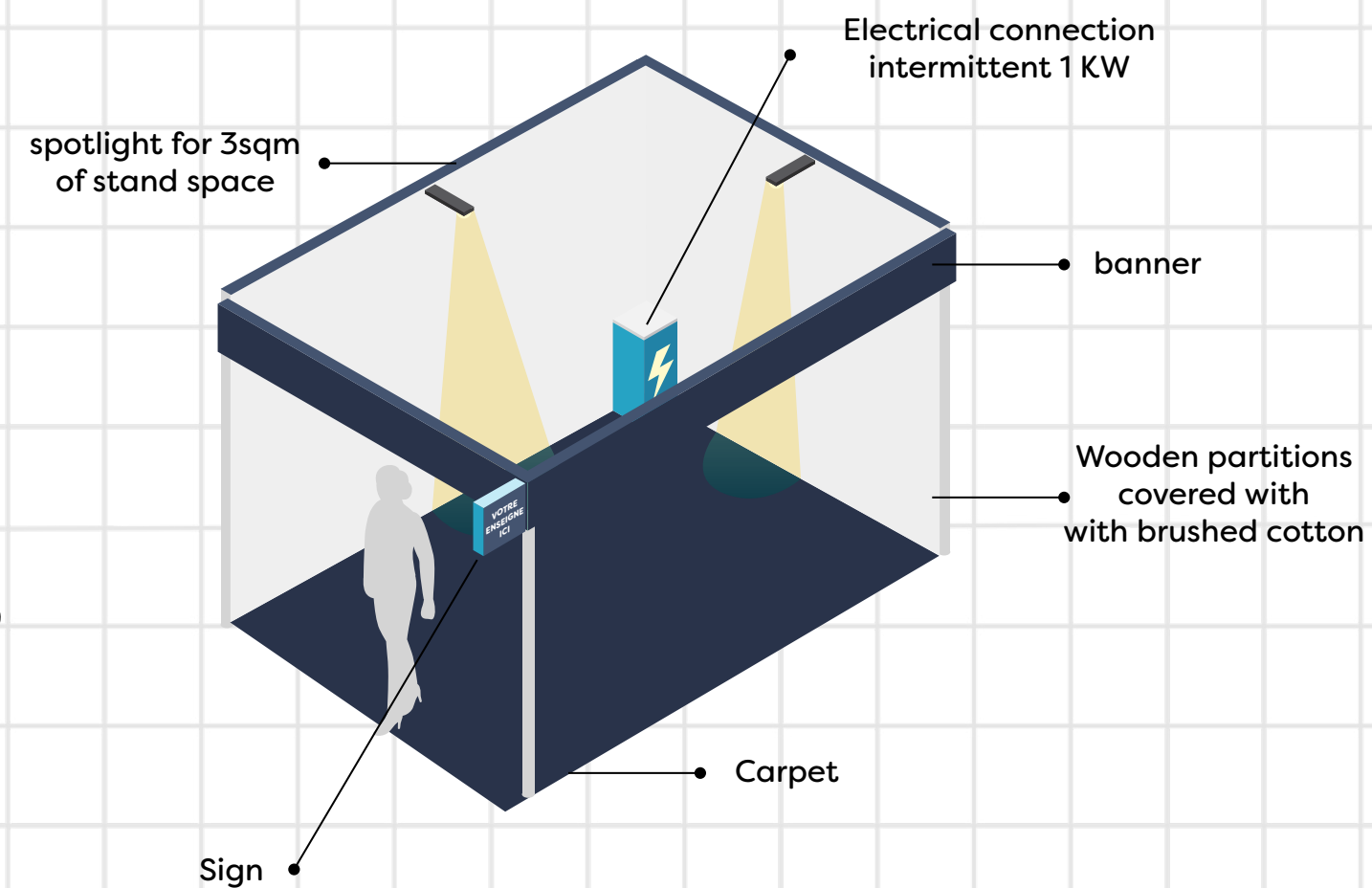
The Make & Take area (from 6m²) is a space dedicated to workshops and free activities for visitors.

In addition to the sales stand.

€410 excl. / sqm
From 6sqm

Equipped booth:

An “all-inclusive” booth including a front banner covered with brushed cotton, an electrical box, lighting, and carpet.



STANDS THAT MEET YOUR NEEDS



€1 494 excl.*
For 6sqm

*Hors frais d'inscription

Artisans & Creators Package

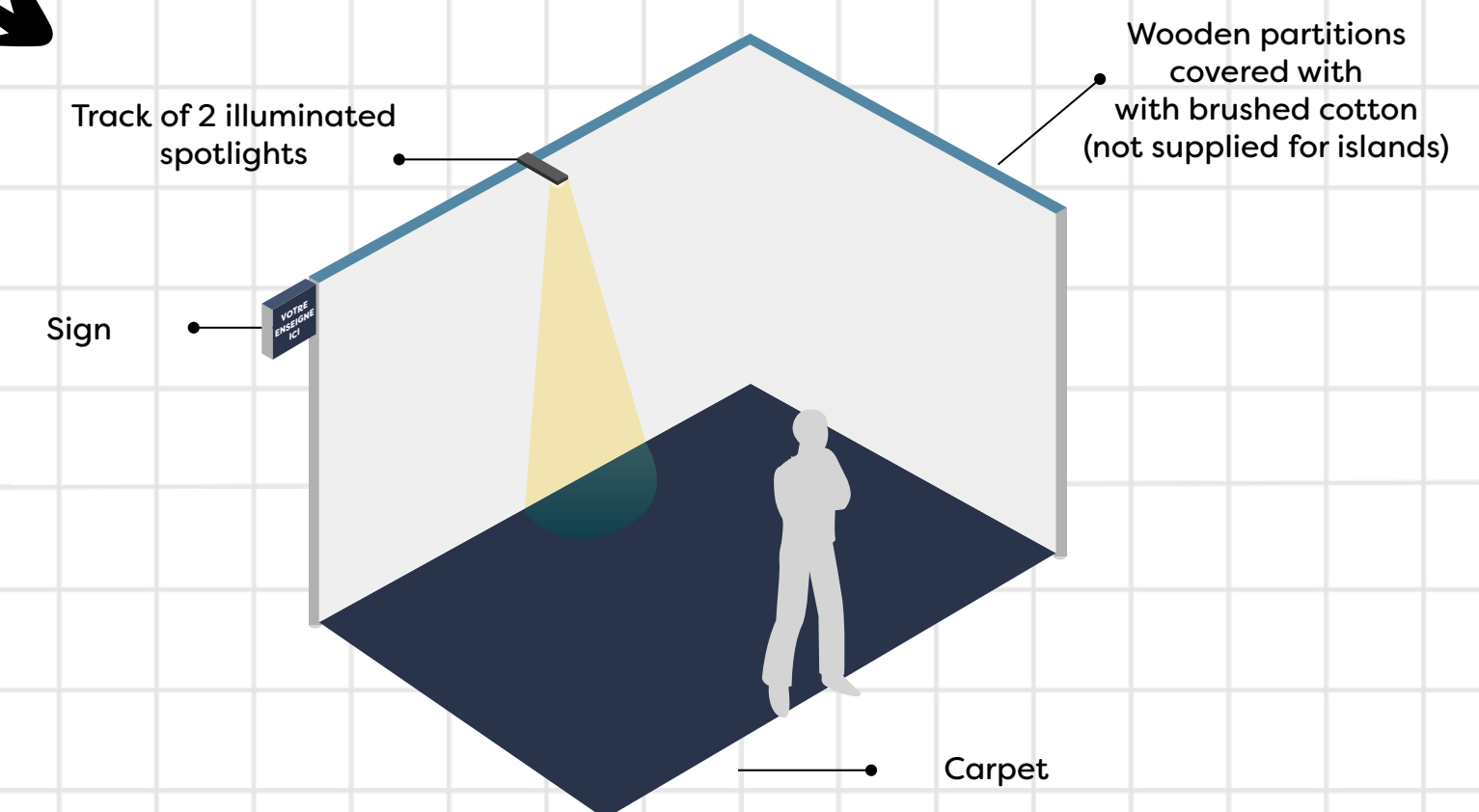
Offer reserved for artisans and creators.

Number of stands limited. Please read the specifications below carefully.

Your application must include :

- Presentation of the activity
- Photos
- Text explaining what you expect from the show
- Draft stand presentation

Send us your application before October 10, 2026. It will be presented to the selection committee and, depending on their response, you will be allocated a stand.



*Please note: Electrical box and facade skirting not included.
Price based on a stand with one open side (no corners).
Additional openings will be charged extra.*

SHOWCASE YOUR BRAND.

WE OFFER BESPOKE PACKAGES TO SUIT YOUR SPECIFIC COMPANY NEEDS.

Benefit from a dedicated digital communication plan with each of these sponsoring opportunities:

- Website insert
- Newsletter insert
- Instagram + Facebook post
- Post relayed in story

SPEED KNITTING® SPONSOR

RATE: €8 550 excl.



SPONSOR ID•DECO, ID•FOOD, ID•FIL & ID•KID AREAS

PRICE: €297 excl. /sqm

WORKSHOP SPONSOR

20m²: 5 940 € HT

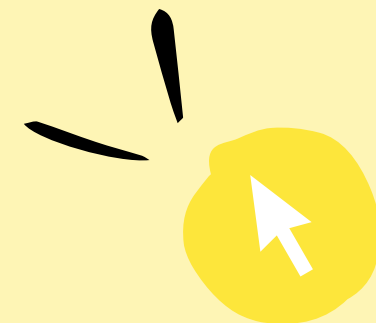


- Take advantage of impactful visibility on-site:
- Logo above the dedicated space or stand
 - Logo on the map distributed on-site (30,000 copies)

COMMUNICATION TOOLS TO HELP YOU STAND OUT!

Boost your brand awareness, increase your revenue, and attract new customers with our communication tools designed specifically for you.

(logo on the visitor map, sampling, digital campaign, photocall, etc.)



Discover our 2026 offers



APPENDIX



STAND PRICES

FIRST PARTICIPATION	€297 excl. per sqm	from 6 sqm
CLASSIC STAND	€362 excl. per sqm	from 6 sqm
MAKE & TAKE AREA	€297 excl. per sqm	from 6 sqm
EQUIPPED STAND	€410 excl. per sqm	from 6 sqm
ARTISANS & DESIGNER STAND	€1 494 excl.	for 6 sqm

A TEAM AT YOUR SERVICE



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Would you like to exhibit? Feel free to contact us, we would be delighted to HELP.