



**PRESS RELEASE**

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**PROFIRST FRANCE JOINS WMH PROJECT  
AND PARTNERS WITH PETIT AMI TO CREATE**

## *The Officin*

**A NEW ENTITY WITHIN WMH PROJECT'S LUXURY DIVISION**



*Kouros NEYSSARI - Jean-Philippe BRAUD - Franck CHAUD -  
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**Profirst France, the French subsidiary of Profirst International founded in 1998 and led since 2000 by Jean-Philippe BRAUD (partner since 2008), a benchmark in luxury events, is joining WMH Project.**

**This move marks a decisive new step in WMH Project’s ambitious growth strategy. The group is launching The Officin, born from the merger of Profirst France and PETIT AMI’s teams.**

**The Officin aims to become one of the leading players in event production and creative services for the luxury industry, with strong international ambitions and offices already established in Paris, Dubai, Abu Dhabi, Saint-Tropez, Milan, and soon, in Asia and the United States.**

The new agency joins Phénomène within WMH Luxury, the Group’s dedicated luxury division. In 2025, WMH Luxury will generate over €60M in revenue, positioning itself among the industry’s leading players.

#### **Pursuing an ambitious and transformative strategy for WMH Project**

Over the past 25 years, under Jean-Philippe BRAUD’s leadership, Profirst France has become a trusted partner for leading luxury and ultra-luxury houses in high jewelry, watchmaking, wines and spirits, and automotive — crafting exceptional, unforgettable experiences worldwide, such as the recent Grand Prix de la Haute Joaillerie in Monaco.

Following the acquisition of PETIT AMI in 2023, a creative production studio specializing in luxury, fashion, arts and culture founded and led by Laurent BANDET, and Phénomène in 2024, an agency founded by Kouros NEYSSARI, Olivier GILBERT, and Odile GUIMARD, recognized for its expertise in event and film production within the beauty and cosmetics industries, WMH Project continues to strengthen its Luxury division with the integration of Profirst France’s teams.

#### **The Officin – Talents serving the creative industries**

With this new acquisition, WMH Project reaches a strategic milestone by bringing together the teams of Profirst France and PETIT AMI under a new entity, The Officin, which, alongside Phénomène, is set to become one of the pillars of WMH Luxury.

The Officin unites the best expertise in event production, scenography, design, digital, public relations, and retail. For The Officin, the luxury of tomorrow must be driven by meaning and precision. Every project must strike a balance between rigor and creative sensibility, singularity and relevance. This unique blend of excellence and purpose defines The Officin’s signature.



**« By bringing together, alongside Phénomène, the teams of PETIT AMI and Profirst France within The Officin, WMH Luxury gains significant strength. This move is part of an ambitious consolidation strategy that strengthens the Group's position in the fast-evolving luxury and beauty event industries, both in France and internationally. »**  
\_ Marc FISCHER & Franck CHAUD, Co-Presidents - WMH Project Group.

**« Joining WMH Project means placing twenty-five years of expertise in the service of a shared vision: creating unforgettable experiences that combine strategic excellence, aesthetic precision, and responsible impact. The beautiful chapter of Profirst France closes today so that, together, we can write a new story — a collective, promising adventure and the beginning of a new signature, a curator of emotion. »**  
\_ Jean-Philippe BRAUD, Co-Founder and Vice President - The Officin.

**« The Officin was born from a shared conviction: creativity is the most powerful transformative force. We imagine a space where ideas come to life, where scenography, innovation, and craftsmanship come together to design unique experiences — both sensitive and visionary. Together, we are inventing a new territory of expression: a free, bold, and inspiring house devoted to emotion and savoir-faire. »**  
\_ Laurent BANDET, Co-Founder and Vice President - The Officin.

**« After more than a year and a half with WMH Group, I'm delighted to see WMH Luxury strengthened by the talents of Profirst France and PETIT AMI as we continue to grow. This alliance of expertise embodies a shared vision: combining our know-how to elevate client experience and push the boundaries of creativity and emotion. »**  
\_ Kouros NEYSSARI, Co-Founder - Phénomène and Vice President - WMH Luxury.

**About WMH PROJECT:**

WMH Project (€230M in revenue) is one of **the leading non-media communication groups** in France and Europe. It executes over **1,500 communication projects** each year for corporate and institutional clients in more than 100 countries. With over **500 employees** based in **Paris, Bordeaux, Lyon, Marseille, Brussels, and Los Angeles**, the Group integrates all design and production expertise across five areas: **Event, Incentive & Travel, Spatial Design, Image, and Influence.**

**A mission-driven company since 2023**, WMH Project has deepened its **environmental, social, and societal commitments** to better serve its clients and foster the development of its teams and partners by enabling **all forms of sustainable connections.**

More Information: <https://www.wmhproject.fr/le-groupe/>





**About Profirst FRANCE:**

For **over twenty-five years** at the head of Profirst International's French subsidiary, **Jean-Philippe BRAUD** has conceived and produced **ambitious projects for the world's leading fashion, jewelry, and watchmaking houses**. Renowned for his ability to **design immersive experiences with strong emotional impact**, his aesthetic sensitivity and strategic rigor have earned the trust of CEOs and communication directors of the most prestigious Maisons, as well as private clients seeking exclusivity.

Founded in 1998, led since 2000 by Jean-Philippe BRAUD (partner since 2008) and located at 15 rue de la Paix, steps from Place Vendôme, the cradle of high jewelry, **Profirst France has become a leading agency for exclusive projects combining design, scenography, and brand strategy** for a demanding international clientele.

**Profirst France Clients:** Le Grand Prix de la Haute Joaillerie, Armani, Richard Mille, Wally, Chopard, Chanel, Bollinger, Bvlgari, Schiaparelli, Dior, Ferrari, Fondation Carmignac, Audemars Piguet...

**About PETIT AMI:**

**Founded in 2017** by **Laurent BANDET**, PETIT AMI is a **creative production agency** working across **fashion, art, and culture**. After nine years at Agnès b., where he led events and retail environments, Laurent BANDET developed a deep understanding of brand dynamics and creators' visions, as well as the strategic and commercial stakes of the clients he supports. **PETIT AMI enriches each project by connecting clients to diverse creative networks — art, luxury, fashion, events, architecture, music, graphic design, dance — while remaining mindful of budget, creativity, and environmental impact through set reuse and short supply chains.**

**About PHÉNOMÈNE:**

**Founded in 1997** by **Kouros NEYSSARI, Olivier GILBERT, and Odile GUIMARD**, Phénomène is an **event and creative production agency** that designs **high-emotion brand experiences, where design, scenography, and digital innovation come together to create meaning, beauty, and impact**. Its film and image studio produces powerful, sensitive content, supported by an international network of talents. **Driven by a culture of innovation**, Phénomène explores the creative potential of **artificial intelligence to expand storytelling, imagery, and emotional expression**. From **Paris to Seoul, Milan to New York**, the agency creates exceptional projects celebrating **emotion that is true, rare, and lasting**.

**VISUELS / WMH PROJECT \_ THE OFFICIN :**

<https://drive.google.com/drive/folders/19oHaVfDxnX5leTaaz6Su45Nn1cf-iDM9>

Coming soon on : **theofficin.com**

Instagram : **the.officin**

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