



WMH PROJECT STRENGTHENS ITS STRATEGIC POSITION WITH THE ACQUISITION OF CREATIVE AGENCY PETIT AMI



CFCL Vol.7 SS24 show © Adrien Penpenic

Ami SS24 showroom © Margot Pietri

Laurent Bandet during the set up of the Quira SS24 presentation © Alex Larcen

Ludovic De Saint Sernin – All The Rumors Are True FW22/23 show © Isidore Montag

Mugler SS24 showroom © Adrien Penpenic

Kolor show – SS24 © Margot Pietri

Paris, december 7, 2023.

WMH Project continues its development strategy by announcing the acquisition of PETIT AMI, a creative production agency specializing in luxury, fashion and the arts and culture. This move aligns with a development strategy initiated five years ago to consolidate the group's position in its four core areas: Event & e-Event, Public Relations, Spatial Design, and Incentive & Travel.

In addition to expanding expertise in specific sectors such as mobility, health, and luxury, WMH Project aims to amplify its presence across various expertise verticals and enhance its regional footprint through the acquisition of PETIT AMI.

Synergies and long-term strategic vision

PETIT AMI brings its creative vision to the WMH Project group, strengthening its positioning in the luxury market. Over the past five years, PETIT AMI has distinguished itself by providing made-to-measure services to renowned fashion houses such as Jacquemus, Kolor, Agnès b., Y/Project,



Mugler, and Kenzo, as well as art entities like the Bourse du Commerce, and artist Orelsan in music and live entertainment.

"This acquisition, far from being just another integration, is a crucial step in WMH Project's 30-year commitment to its clients and the establishment of a long-term strategic vision and action plan. The union with PETIT AMI will enable us to meet the diverse needs of WMH Project's clients in the luxury, fashion and the arts and culture sectors." _ Marc FISCHER & Franck CHAUD, Founders of WMH Project.

"PETIT AMI has grown over the past five years, collaborating closely with some of the most prestigious fashion houses, cultural institutions, and visionary creatives. This marks a new chapter for our agency. Joining forces and minds with WMH is an opportunity to leverage our savoir-faire and creativity for a wider range of projects, implementing a tailor-made and excellent offering unique to PETIT AMI.

The success of our agency is primarily the result of the work of a dedicated and passionate team, true supporters of creation, who see this acquisition as an opportunity to reach even higher and farther into new realms of expression." _ Laurent BANDET, Founder of PETIT AMI.

Laurent BANDET, Founder of PETIT AMI, also joins the Executive Committee of WMH Project following this acquisition, assuming the role of Vice President in charge of the Art, Fashion & Luxury department.



From left to right : **Laurent BANDET, Marc FISCHER & Franck CHAUD.**
© Maxim Monti

About PETIT AMI:

PETIT (Adjective) [pə.ti] / Of reduced size. Young. (Informal) A mark of affection.

AMI (Adjective) [a.mi] / Benevolent, obliging, friendly. Propitious, Favorable.

Founded in 2017 by Laurent BANDET, PETIT AMI is a creative production agency operating in the realms of fashion and the arts and culture. With a solid background of nine years immersed in the Agnès b. house, where he directed events and space design, Laurent BANDET understands the mechanics of a brand and can identify the strategic and commercial challenges faced by the entities he supports.

With a boutique agency approach, PETIT AMI nurtures its clients' projects by offering bridges across their diverse networks: arts, luxury, fashion, events, architecture, music, graphic design, dance, all while respecting both budget and creative expectations and while being conscious of its impact, offering to repurpose produced decor elements and to prioritize short supply chains.



PETIT AMI, Friends working for friends.

Services: Fashion shows, showrooms, launches, clearance sales, performances, dinners, concessions spaces, pop-up shops, strategy, curatorship, exhibitions, spatial design, furniture and object creation, digital creations, narrative films, video clips, photoshoots.

Clients include: Lemaire, Jacquemus, Mugler, Kenzo, Ludovic de Saint Sernin, Kiko Kostadinov, Y/Project, Bourse du Commerce, Orelsan.

About WMH Project:

*WMH Project is one of the leading independent communication groups in the French and European markets. The group deploys over **1000 communication initiatives annually**, serving its corporate and institutional clients across more than 100 countries.*

*With over **300 employees** located **in Paris, Bordeaux, Lyon, and Brussels**, the Group integrates all expertise in physical, audiovisual, and digital design and production across four core areas: **Event, Public Relations, Incentive & Business Travel, and Spatial Design.***

*As a **mission-driven company** since 2023, WMH Project has decided to further its **commitment to ecological, social, and societal responsibility** to better serve its clients and contribute to the development of its employees and partners, making **all types of sustainable encounters possible.***

Learn more: www.wmhproject.com



Press contact : Samuel BOTTON – s.botton@wmhproject.fr – + 33 6 84 79 99 61