

DESIGN CONSULTANCY LONSDALE ACQUIRES NEW YORK-BASED CREATIVE AGENCY FORCEMAJEURE



May 2024 – Paris and Singapore-based Lonsdale joins forces with creative agency forceMAJEURE in New York to create a global, independent, branding and design powerhouse.

Following its successful installation in Singapore in 2022, fast-growing independent branding and design group Lonsdale is combining expertises with NY-based forceMAJEURE to offer brands a new independent, and multicultural, model. The aim of the new global offering powered by Lonsdale is to deliver the benefit of global scale with a local touch, with centers of excellence in key locations, providing an original alternative to the very exclusive club of international networks.

Founded in 1998, forceMAJEURE is a New York-based, award-winning creative agency, with 25 years of experience in Strategy, Branding, Design and Communication in the spirits & wines, beauty and luxury industries, with leading clients including Hennessy, Unilever, Diageo, and Campari. Laurent Hainaut, CEO of forceMAJEURE, will become a shareholder in Lonsdale and will join the group's strategic committee.

Operating globally and headed by Frédéric Messian since 2007, Lonsdale is recognized as one of the leading design agencies in Europe and Asia for consumer brands, corporate branding, and brand experience. Lonsdale offers powerful brand management solutions that work across the full spectrum of content channels, for a client roster of leading brands such as Unilever, L'Oréal, Henkel, Heineken, Diageo, LVMH and Renault.

It will now be positioned in the top-tier of the world's design players, with a collective of 260 client leaders, strategists and designers working from hubs in Paris, New York, and Singapore, and delivering a turnover of €40 millions.

"We are not creating just another network. Our aim was always to bring together a community of dynamic, independent entrepreneurs. It is a pleasure to welcome Laurent and his team within the group, and I am delighted that we now have the opportunity to make a difference for our clients at a more global level. We will build on forceMAJEURE's heritage and experience in the spirits & wines, beauty, and luxury industries, and forceMAJEURE's clients will have access to Lonsdale's

broader corporate and retail design skills, in-house brand content, tech, and video production capabilities, as well as geographical weight and expertise in Europe and Asia.” - Frédéric Messian, CEO of Lonsdale.

“It is fantastic to join Lonsdale as we share the same vision of creative excellence and desire to shape a uniquely relevant approach to design. We offer design with a unique “French flair”: a state of mind that combines agility, audacity, ingenuity, inspiration, creative savoir-faire. Our clients really value the design excellence and strong relationship that we build. By combining forces with Lonsdale, we will also give them access to a greater range of skills and to an integrated strategic planning that can bring greater insight to meet the needs of today’s leading international brands. It is an exciting combination that has significant potential for our people and clients.” - Laurent Hainaut, CEO of forceMAJEURE.

“Our ambition is to be a key brand guardian for our clients, delivering the benefit of global scale with a local touch through our unique understanding of cultural nuances, consumption habits and distribution models. This is precisely what our clients are looking for in an agency. Operating from 3 hubs, our team of more than 20 nationalities offers a perfect combination of complementary talents and geographies. This new integrated model will create exciting growth opportunities for both clients and employees.” - Cécile Ayed, Chief Operating Officer of Lonsdale.

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