

## **The Independents acquires Sunshine, the strategic consultancy and creative agency, specialised in the convergence of brand and entertainment**

**Paris, 3 April 2024:** The Independents, the leading international communications group specialising in luxury, fashion and lifestyle, has added London and Los Angeles-based Sunshine to its growing roster of specialist agencies.

The company, founded in 2012 by Al MacCuish and led by fashion industry veteran, Jenna Barnet, was one of the first companies to break new ground in bringing brands into the entertainment space.

From its role in Gucci's spectacular CHIME for Change show headlined by Beyoncé to the recent revamp of the Victoria's Secret Fashion Show starring Naomi Campbell and broadcasted on Amazon Prime, Sunshine has played a key part in some of the most innovative projects in the industry over the last decade.

*"The acquisition of Sunshine is highly strategic — the team's track record in developing brand and entertainment strategy for luxury businesses is unique,"* says Isabelle Chouvet, CEO of The Independents. *"Their understanding of the new entertainment landscape is a huge advantage for the group — and with our partners at Banijay alongside, our ability to build slates, custom content and entertainment studios for our global clients is exciting. This is a new era. We look forward to working with the major streamers and distributors as well as like-minded, brand-forward companies like Nike's Waffle Iron, LVMH's 22 Montaigne, Red Bull Studios and Condé Nast Entertainment."*

The agency's track record in bringing story expertise to transformation strategies for global brands offers the group valuable synergies across multiple categories, as well as the opportunity to tap into Sunshine's stellar brand-building capabilities, specifically in luxury consumer products.

The Independents will extend Sunshine's international reach to 12 countries across all continents, cementing its global leadership in the entertainment industry. The group's wide network of expert entrepreneurs will enable the agency to pave the way for even more unparalleled, cross-cultural projects across the luxury sector.

*"The Independents' entrepreneurial spirit and growing constellation of companies is just incredible,"* said Al MacCuish, Founder and Chairman of Sunshine. *"We're joining our friends, colleagues, and heroes, many of whom we've worked with for years and have long admired. This feels like home and like our best years are ahead of us."*

*"I've seen the changes taking place in the industry coming for nearly 10 years,"* notes Jenna Barnet, CEO of Sunshine, who has previously worked at Calvin Klein, Armani, Gucci and Ralph Lauren before joining the agency. *"The time is now. There is a new generation of clients and producers who recognise that with the right story, the right production, the right distribution, talent and team, the ability for luxury businesses to reach the hearts of audiences in culture is unparalleled. It really is a brave new world. With The Independents, we can turn our dreams into a reality."*

## **About The Independents**

The Independents Group is a global community for industry leaders across luxury and lifestyle, comprising Atelier ATHEM, Atelier LUM, Bureau Betak & Bureau Future, CTZAR, INCA Productions, Karla Otto, Kennedy, K2, Lefty, Probject, Sunshine and The Qode. Providing clients with end-to-end solutions to become key culture brands, the group aligns a global perspective with on-the-ground, local insights. As such, the collective is powerfully positioned to offer streamlined strategy, creative services, talent partnerships, influencer marketing, communications and bespoke experiences for leading brands across key markets, by way of its presence in Milan, Paris, London, Munich, New York, Los Angeles, Hong Kong, Beijing, Shanghai, Singapore, Tokyo, Seoul, Dubai, Riyadh and Jeddah. Since June 2023, The Independents Group is backed by Banijay, a FL Entertainment company, and Towerbrook Capital Partners.

## **About FL Entertainment**

FL Entertainment Group is a global entertainment leader founded by Stéphane Courbit, a 30-year entrepreneur and entertainment industry pioneer. Our mission is to inspire passion by providing audiences with engaging and innovative entertainment experiences. The Group's activities include content production & distribution (through Banijay, the world's largest independent content producer and distributor) and online sports betting & gaming (through Betclix, Europe's fastest-growing online sports betting platform). In 2023, FL Entertainment recorded revenue and Adjusted EBITDA of €4,318m and €737m respectively.

FL Entertainment is listed on Euronext Amsterdam (ISIN: NL0015000X07, Bloomberg: FLE NA, Reuters: FLE.AS).

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