

MEDIA/PUBLISHING

## L'Officiel enters uncharted cultural territory with new holding company at helm

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*Calvin Choi continues to steer L'Officiel into new territory. Image credit: L'Officiel*

By MARYBETH CONNAUGHTON

High fashion magazine *L'Officiel* will look decidedly different when it appears at the World Economic Forum in Davos, Switzerland this week.

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Calvin Choi, whose financial services company AMTD International acquired the whole of L'Officiel Inc. last year, has incorporated the French media brand into his vision of art appreciation and cross-cultural connection. Toward these ends, a special Davos-themed issue of the magazine is available at the forum, and L'Officiel Coffee, a new lifestyle space, has made its debut there.

"The strangest bedfellows often create the most powerful collaborations," said Chris Ramey, CEO at [Affluent Insights](#), Palm Beach of these latest developments from the brand.

"*L'Officiel*, like all publishers, is exploring opportunities [and] Davos always provides a unique opportunity."

Mr. Ramey is not affiliated with *L'Officiel*, but agreed to comment as an industry expert.

East meets West

This time last year, Hong-Kong based conglomerate AMTD International acquired L'Officiel Inc. Shortly thereafter, it launched "AMTD x L'Officiel" land on the popular virtual platform The Sandbox ([see story](#)).

This January sees an offering more reminiscent the magazine's century-old origins. A special edition of the publication – *L'Officiel's* "The Davos Issue," which cites Mr. Choi as its editor in chief is named for the city in which the World Economic Forum is held, and is available to those who attend.

The unique issue consists of three cover stories. One is of Mr. Choi, who also holds the title of global chairman at both [AMTD Group](#) and *L'Officiel* Inc. SAS. A second story profiles Benjamin Eymre, CEO of L'Officiel Inc. and chief metaverse officer of AMTD Group, as well as his mother Marie-Jos Jalou, whose family founded the magazine and who strives to preserve the publication's legacy.

The focus of the third cover story is the city of Hong Kong—where AMTD Group is based—celebrating its position as an artistic and cultural hub and a bridge between East and West.

Making such connections across cultures has been central to several of the efforts made by AMTD Group and **L'Officiel**. Recently, they lent support to "Le French May," an arts festival promoting French culture, held annually in Hong Kong. In return, France's Minister of Culture appointed Mr. Choi and Ms. Jalou as Chevaliers des Arts and des Lettres, essentially declaring them knights of the arts.

In a similar spirit of connection, the two presented an exhibition in Singapore last month which showcased favorite works collected by Taiwanese singer and "King of Mandapop" Jay Chou.

Copies of the unique edition have been distributed to places of interest throughout the town of Davos including its serving airports.

They are also available at L'Officiel Coffee, a new lifestyle experience which has made its debut at the forum.



*L'Officiel Coffee will open several locations throughout the world beginning this year. Image credit: L'Officiel*

#### Meeting over coffee

With this new venture, L'Officiel Inc. SAS looks to meld quality gastronomy with an appreciation for art and entertainment.

"At L'Officiel, we value and nurture experience," said Mr. Choi in a statement. "We want to connect with our users digitally but also physically through local communities."

"We see in L'Officiel Coffee a perfect extension of L'Officiel magazines, offering a unique experience to our visitors, building an even stronger lifestyle community."

Mr. Ramey, too, remarks on the attributes of such a space.

"Coffee is a unique brand extension for a publisher," he said. "It likely has no market conflicts, and the product is daily fare for their readers."

"Despite the demise of print," he goes on to say, "Publishers who leverage the intersection of luxury brands and the H[igh] N[et] W[orth] I[n]dividuals they desire to serve will remain relevant and profitable."

Visitors to The World Economic Forum, which runs from Jan. 16-20, can visit L'Officiel Coffee at Promenade 49. Permanent locations will begin to appear later this year.