

The Independents Welcomes The Outsiders Perspective into L'Incubateur Programme

9th September 2025: The Independents is excited to announce The Outsiders Perspective as the second participant of L'Incubateur, a pioneering initiative conceived by the global communications collective to identify, support, and accelerate the next wave of talent, entrepreneurs and creative agencies on a global scale.

Founded in 2022 by British-Indian fashion executive Jamie Gill, The Outsiders Perspective is transforming the makeup of the global luxury and lifestyle industries by curating a top-tier talent pool of diverse professionals from high-performing industries and placing them into roles in leading brands. The company was born from a simple truth: the people shaping global brands do not reflect the customers they serve. In a climate where many are pulling back from diversity initiatives, The Outsiders Perspective is doubling down, proving that inclusive hiring is a commercial imperative. With over 200 professionals supported through its Accelerator Programme and a growing portfolio of over 25 brand partners, including Chanel, Alexander McQueen, Lululemon and Tiffany & Co., the company is redefining what it means to hire for rigour and cultural fluency.

The Outsiders Perspective joins L'Incubateur as it launches Executive Search to tackle the global fashion industry's talent crisis head-on, by placing diverse leaders with sharp strategic acumen in decision-making roles across the luxury and lifestyle industries. Already hiring for positions in Barcelona, London, Milan and New York, the division delivers bespoke talent acquisition solutions from senior management to C-suite, future-proofing leadership teams with exceptional talent.

"This is more than improving representation. It's about business survival. You cannot drive growth in today's market without relevance, and that means hiring differently. Global perspectives fuel innovation, unlock customer engagement strategies and build teams for the future. Our talent is commercially astute, highly skilled and strategically sharp. Joining L'Incubateur allows us to tap into The Independents' global network to scale this mission and expand our executive search offering into new territories and new industries. We're just getting started." — **Jamie Gill, Founder of The Outsiders Perspective.**

"Ideas that truly move and inspire culture come from environments with a diversity of lived experience and perspective. The Outsiders Perspective's innovative approach to talent has the potential to transform the composition of our industry for the better. It's visions like these that we aim to support with L'Incubateur,

where we provide financial support and hands-on expertise to industry disrupting ideas.” — Alexandre de Betak, Creative Chairman of The Independents.

Under the visionary guidance of Alexandre de Betak and backed by The Independents’ network of creative business leaders, L’Incubateur aims to catalyse innovation by connecting next-generation founders with the resources and network they need to scale. The programme also enables The Independents’ clients, from individuals to global luxury brands, to benefit from next generation thinking.

Today, L’Incubateur is seeking applications from companies that deliver creative and innovative B2B solutions or services for brands in the luxury and lifestyle industries and demonstrate strong synergies with The Independents’ ecosystem. Alongside a minority investment, L’Incubateur provides tailored mentorship, strategic guidance, and access to The Independents’ ecosystem of experts across brand strategy, storytelling and live experiences. Paris-based spatial design studio Matière Noire was announced as the first participant in the programme when it launched in March 2025.

To apply for L’Incubateur by The Independents, please [click here](#).

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About Banijay Group

Banijay 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 Entertainment, the largest international independent producer distributor), live experiences (through Banijay Live, a leading player in live experiences) and online sports betting & gaming (through Banijay Gaming, Europe’s fastest-growing online sports betting platform). In 2024, Banijay Group recorded revenue and Adjusted EBITDA of €4,803m and €900m respectively. Banijay Group is listed on Euronext Amsterdam (ISIN: NL0015000X07, Bloomberg: BNJ NA, Reuters: BNJ.AS).

About The Independents

The Independents is the pioneering global communications collective of industry-leading experts for the world's top luxury and lifestyle brands. With 20 companies present across 16 global cities, the collective is powerfully positioned to offer culture-defining brands streamlined expertise across brand strategy, storytelling and live experiences, aligning a global perspective with on-the-ground local insights in Abu Dhabi, Barcelona, Beijing, Dubai, Hong Kong, Jeddah, Los Angeles, London, Milan, Munich, New York, Paris, Riyadh, Seoul, Shanghai, Singapore.

The Independents unites the fashion, luxury and lifestyle industries' most trusted creative partners, comprising over 1,200 people. Today the collective includes 2x4, Atelier Athem, Atelier Lum, Bureau Béatrice, Bureau Betak & Bureau Future, Ctzar, Inca Productions, Karla Otto, Kennedy, Kitten Production, Kitty Events, k2, Lefty, Lucien Pagès Communication, Prodject, Sunshine, Terminal 9 Studios, The Qode and We Are Ona.

In March 2025, The Independents launched L'Incubateur, a pioneering initiative conceived to identify, support and accelerate the next wave of talent, entrepreneurs and creative agencies on a global scale. Since June 2023, The Independents has been backed by Banijay Group and TowerBrook Capital Partners.