

● ffrm studio

Offrm is a creative studio founded in 2025 by Julie Sauliere and Charlène Bolou.

Based in Paris, Offrm stands at the intersection of disciplines: representing emerging brands, producing audiovisual content, and curating artistic and cultural events.

An independent, hybrid structure, Offrm is a space for creation, a meeting point between artists, formats, and territories.

Our ambition is to bring singular projects to life, and to support artists and creators who seek to cross borders — cultural, aesthetic, or geographic. By building bridges, by making visible what forms outside the frame.

Offrm studio is the room that was missing, a place to create, connect, and shift the lines.



Julie and Charlène met in 2013 at ESRA Paris. They quickly discovered a shared sensibility for image, writing, art, music, and travel. Offrm studio is born from that connection. Their creative refuge, their own room.

Julie, trained in screenwriting, also explores floral design and painting. Her vision is instinctive and intuitive, shaped by narrative, materials, and visual composition. She is a producer and creative director at Offrm studio.

Charlène, with a background in production, has worked in both France and South Korea across film and audiovisual projects. She has directed four short films inspired by a desire to build dialogue between cultures. At Offrm studio, she works as a filmmaker and producer.

Offrm studio is built around three complementary pillars :

We represent emerging brands (fashion, beauty, etc.) by helping them expand into the French and European markets while also building bridges to South Korea for French brands seeking new horizons.

We produce visual content with a strong identity: brand films, art films, documentaries, music videos, fashion lookbooks, and hybrid formats. Each project is conceived as a unique piece, driven by authenticity, intention, and a distinctive aesthetic.

We organize and curate exhibitions, pop-up stores, and live performances, in partnership with cultural or commercial venues. Our goal is to create dynamic encounters and experiences between audiences and places.

Our vision comes from a desire to let voices, forms, and stories circulate from one country to another, from one perspective to another.

With an organic and cross-disciplinary approach, we imagine our projects as shared spaces, open to collaboration, shaped by image, aesthetics, and sincerity.

Through these projects, we aim to help forge new connections between countries and people, connections built not only on export, but on meaningful encounters.

BRANDS & ARTISTS WITH OFFRM

sonsoee

mihomidu

illona

glowour

chai artworks

yeohoon



SHORT MOVIE “HEARTSTRINGS” (15')

directed by Charlène Bolou

YEAR 2024

OUR WORK FILMMAKING, ART DIRECTING, PLANNING, CASTING

CREDITS produced by Unobvious Films & Persée Production



LOOKBOOK SS 25 CAPSULE COLLECTION

CLIENT SONSOEE **YEAR** 2025

OUR WORK PLANNING, VISUAL DIRECTING

CREDITS photo by Bae Sumin



MUSIC VIDEO "HIT THE GAS" - YEOHOON

directed by Charlène Bolou

CLIENT YEOHOON **YEAR** 2025

OUR WORK FILMMAKING, PLANNING, CASTING

CREDITS d.o.p Joohyeong Kim



MUSIC VIDEO “AGAIN” - YEOHOON

directed by Charlène Bolou

CLIENT YEOHOON **YEAR** 2025

OUR WORK FILMMAKING, PLANNING, CASTING

CREDITS d.o.p Joohyeong Kim





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