
21st Century companion document

Behind the Screen: The Corporate Life of World Fashion Channel Europe

This companion report examines the corporate ownership trail behind World Fashion Channel Europe and the media identity under which Daniel Siad presented himself as "Development Manager." It asks who stood behind the Paris company and what the ownership records reveal about its corporate structure. This document stands on its own.

The Paris Company

World Fashion Channel Europe SAS's constitutive statutes were signed in Paris on April 7, 2015, and the company was formally registered with the Paris commercial court on August 3, 2015, under SIREN 812 696 433. It had a registered office at 3 rue Jean Robert, in the 18th arrondissement, and share capital of 5,000 euros. Its sole shareholder at incorporation was a Moscow entity, Fashion Group SARL, registered with Moscow's companies register under number 1047796460469. The subscription list names no other investor. Fashion Group held all 100 shares.

Its first and only closing balance sheet, covering July 20 to December 31, 2015, shows total assets of 10,643 euros and a net loss of 9,333 euros. The filings show little evidence of substantial commercial activity. The company's extraordinary general meeting voted dissolution effective June 14, 2016, the liquidation filing was registered on July 4, 2016, and the company was struck off the Paris registry, roughly one year after it was created.

Siad's Unrecorded Title

Siad's correspondence and World Fashion credentials show that he was using the title "Development Manager" by 2012, three years before the Paris company existed. The reviewed French corporate filings do not name him as an officer, signatory or employee. They therefore do not establish that World Fashion Channel Europe employed him or authorised the title.

Housez later signed correspondence as World Fashion Channel's "Official representative France." Neither Siad nor Housez appears in the reviewed French corporate filings.

The available French filings do not identify who authorised the title or what responsibilities it carried.

The Moscow Ownership Chain

Fashion Group SARL, the sole shareholder of the Paris company, is a Moscow company registered in 2004. From January 5, 2015, through May 16, 2022, spanning the entire life of World Fashion Channel Europe SAS in Paris, Fashion Group was **held 100 percent by Igor Kesaev**. Kesaev's stake passed to Viktor Yesheev in May 2022 and then, in December 2025, to **JSC "Pro Business"**. Those later transfers do not change the ownership record during the French company's existence.

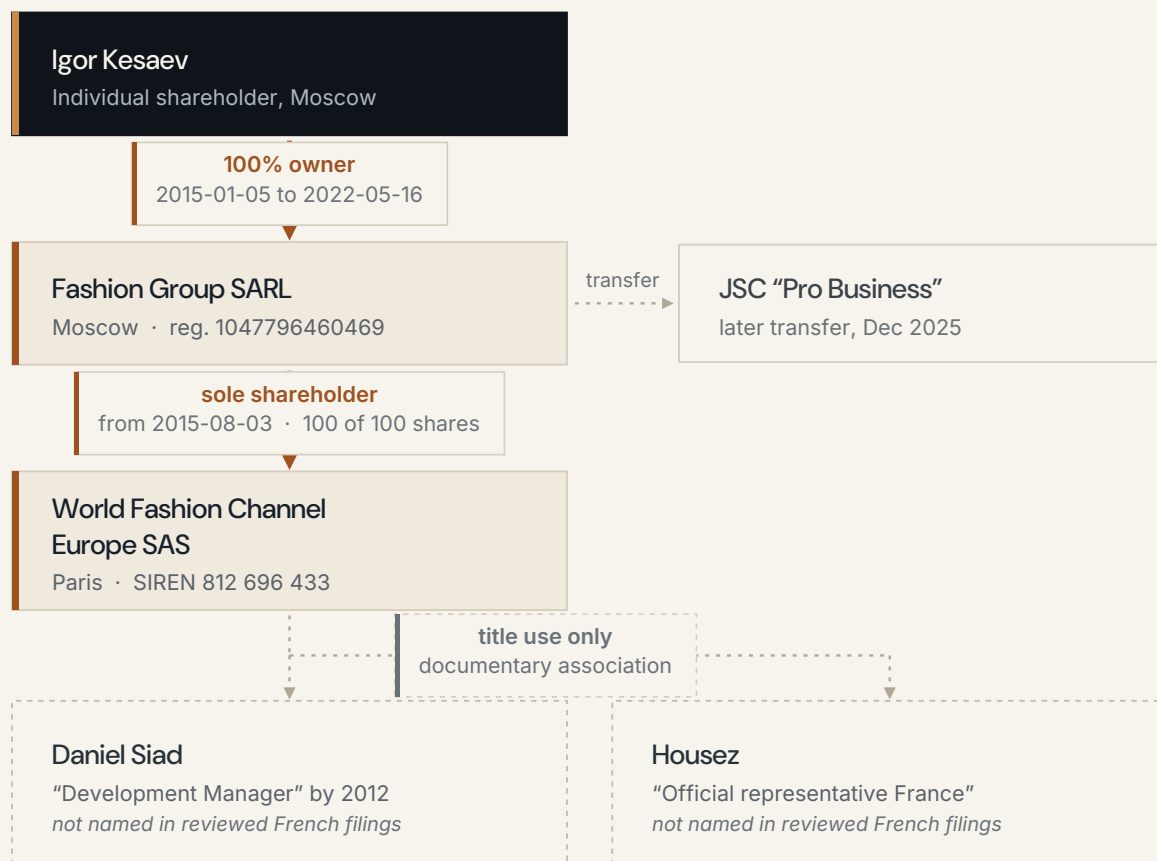


Figure: Corporate chain of World Fashion Channel Europe SAS. Solid connectors mark ownership recorded in the registries. Dashed connectors to Siad and Housez mark documentary association only, recording their use of World Fashion titles; neither appears in the reviewed French corporate filings. The December 2025 transfer to JSC "Pro Business" occurred after the French company had dissolved and is included only to complete the later ownership history.

What the Records Establish

The records establish a narrow but significant discrepancy. Siad was using the title “Development Manager” by 2012, and Housez later signed correspondence as World Fashion Channel’s “Official representative France.” Both were communicating with Epstein about models and scouting. Yet World Fashion Channel Europe was not incorporated in Paris until 2015, and neither Siad nor Housez appears in its reviewed corporate filings.

The French records identify the company’s Moscow shareholder, but they do not explain who authorised the titles, what responsibilities they carried or whether the channel knew how its name was being used. That unresolved gap is the documentary finding.