

Proskauer Advises Montefiore Investment on Sale of Cercles de la Forme

August 29, 2025

PARIS, August 29, 2025 - Proskauer advised Montefiore Investment on the sale of Cercles de la Forme, a leading Paris fitness club network, to Wellnest Society, a major player in the French fitness market.

The transaction marks the completion of a transformation phase driven by the founders together with Montefiore Investment, a reference investor in European service-sector SMEs and mid-cap companies. Over this period, Cercles de la Forme implemented an ambitious growth strategy, expanding its network from 15 clubs in 2017 to 26 in 2025 through targeted acquisitions and new openings. This strong momentum has further consolidated its leadership position in the Paris market.

Founded in 1980 by Sandrine and Bertrand Bonelli, Cercles de la Forme has become a benchmark in Parisian fitness, operating 26 clubs across the capital.

The Proskauer team was led from Paris by partner [Jeremy Scemama](#) and included counsel [Aymeric Robine](#) and associate [Philippine Rakover](#) (M&A); and partner [Gwenael Kropfinger](#) and associate [Maxime Dussartre](#) (Tax).

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Our premier M&A practice is distinguished by the combination of our transactional strength and deep sector knowledge. We are a destination firm for large-cap and middle-market deals with extensive expertise in the structural, cultural and procedural issues that are often at the center of complex, cross-border transactions. From London to New York, Paris to Los Angeles and across the globe, organizations turn to our lawyers for their most significant and transformative transactions. Our multi-disciplinary team offers actionable insights, sophisticated strategies and creative solutions that drive commercial success for our clients.

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