

My FRENCH HUSBAND

An American wife. A French husband. Cultural differences were inevitable.

PARTNERSHIP OVERVIEW · OCTOBER 2026

WORK WITH US



60.3M VIEWS SINCE JULY

She films. He objects.

Short mockumentary films about a French husband navigating American life, shot by his American wife like a nature documentary.

Made at home in Massachusetts by Elizabeth and Sacha Goureau.
Three values run through all of it: humour, education, relationships.

[OUR STORY →](#)



MY FRENCH HUSBAND

Three values. One mission.

A little more France in your home, a little more laughter in your day, and one good idea to try with your family.



I

Humour

We laugh at the gap, never at anyone.

Your ten minutes between nap time and pickup should feel like a break. Most of what you see starts with her noticing something ridiculous about him, which happens quite often. Both countries are in on the joke. Nobody is wrong; everybody is documented.

[WATCH THE EPISODES →](#)



II

Education

Every joke has a fact behind it.

Why French kids eat what the grown-ups eat, why the snack is at four, why dinner is at eight. We look it up, keep it short, and give you one thing to try with your own family this week.

[READ THE JOURNAL →](#)



III

Relationships

Family first. Then all of you.

Two cultures, one table, three boys. This is a family before it is a show, which is why you will never see the boys' faces. Then there is you, in the comments, comparing notes on bedtime, snacks and butter. We read every reply, every vote and every question, and they decide what we make next.

[JOIN LE BULLETIN →](#)

One look. One voice. Written down.

Everything we make follows the MFH Bible, our brand book: the logo, the colours, the type, the voice and the pictures. It is public, so you can see how we work before we start.



The look

Navy, gold and cream. Cormorant Garamond for headlines, Jost for text, and a script “My” in the wordmark.

[COLOUR AND TYPE →](#)

“The verdict comes first, the reason second.”

The voice

Short sentences, no exclamation marks. Judge the thing, never the person who owns it. She narrates; he only has verdicts.

[THE VOICE →](#)



The pictures

Stills from the films, and colour engravings drawn in matching sheets: fine ink hatching, muted watercolour, never cartoonish. The boys are never shown.

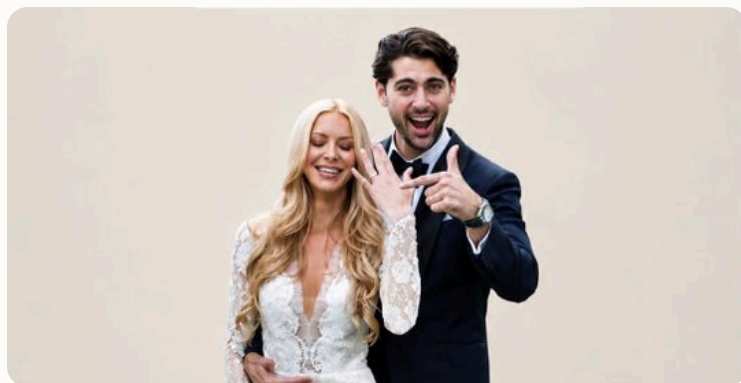
[PICTURES →](#)

[READ THE MFH BIBLE](#)

63.2M views in 12 weeks, with
no ad spend

63.2M

reel views



10.2M

Would we have dated as teenagers?

16.5M

people reached



3.6M

The coffee creamer aisle

69.7K

Instagram followers

185K

shares



3.4M

Market Basket, a horror film

[WATCH THE EPISODES →](#)

Women who run the household, on both sides of the Atlantic

89%

women

85%

aged 25 to 54

55%

United States

11%

France

Top cities: New York, Paris, London, Chicago, Los Angeles. Mostly mothers, deciding what the household buys in beauty, food, home and the children.

The foundation: an audience we own, and know

Followers become subscribers we can reach directly. Then we ask them what they want, before we make anything.



WE ASK

"What do you want more of?" at sign-up, a question after every quiz, and every reply to the letter, which we read.

WE LEARN

Each subscriber's stated interest, fashion and beauty, food, parenting or home, saved to her profile and growing with every answer.

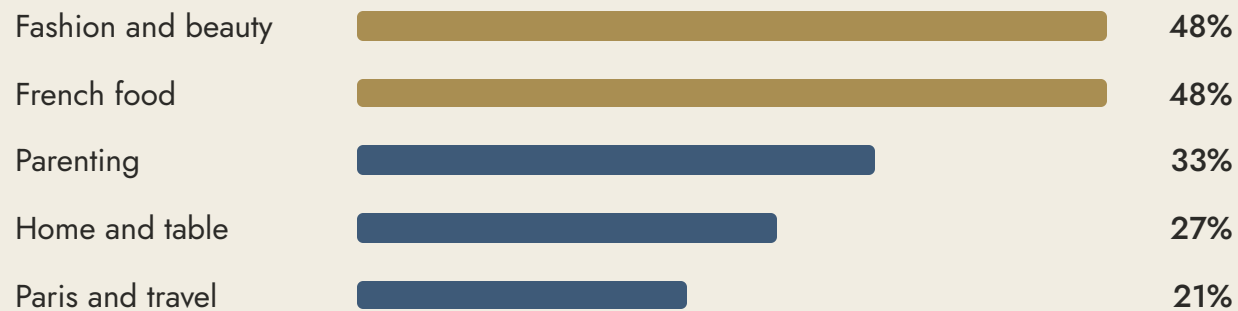
WE BUILD

Products, services and partnerships chosen by that demand. Waitlists first, then the thing itself.

Nothing gets made until the audience has asked for it.

Subscribers tell us what they want. See the breakdown below.

"WHAT DO YOU WANT MORE OF?" · ASKED AT SIGN-UP AND AFTER EVERY QUIZ



2.4 quizzes taken by each subscriber who plays, on average

1 in 2 took two quizzes or more

81% rated their quiz "Loved it"



Your brand, as an episode



The episode

He meets your product on camera. She documents the verdict.



Chic or Pas

A weekly rapid-fire verdict series. He rates American things chic, or not.



Finds

"My French Husband Finds": he finally approves of somewhere good.



On the site

A sponsored quiz or tool, such as the French skincare routine, plus the letter.

Partners so far: Jasper Hill Farm (Vermont cheese) and Bonny Breads (local bakery).

In conversation: national brands in beauty, food and cookware.

[PARTNERSHIPS →](#)

[PRESS KIT →](#)

From a show to a brand people buy from

NOW TO END OF 2026

Grow and listen

100K followers. Build the list. Test demand with waitlists before making anything.

NOW TO Q1 2027

Partnerships

Brand episodes and sponsored tools in beauty, food and home.

FIRST HALF OF 2027

First product

A paid guide or book, “The House Rules”: living and parenting the French way.

2027

The brand

Le Club collection for clothing and home, the “Malgré Lui” podcast, licensing.

The audience data decides the order. So far it points to fashion and beauty, and French food.

[THE FREE FIELD GUIDE →](#)

[LE CLUB →](#)



11 CONTACT

Merci.

Let's make an episode.

WRITE TO US

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