

# PRIX PICTO DE LA MODE

PRESS RELEASE 2024  
PRESENTATION OF THE 24 FINALIST PHOTOGRAPHERS

PALAIS  
MUSEE DE LA MODE  
GALLIERA  
DE LA VILLE DE PARIS



le19M

JANVIER

lga

DAGUERRE  
PARIS PRODUCTION

MAGAZINE

la saif  
Société des Auteurs  
des arts visuels  
et de l'Image Fixe



fisheye



LOUIS ROEDERER  
CHAMPAGNE

ILFORD





# THE 2024 EDITION

For this 26th edition, [Picto Foundation](#) continues to focus on emerging artists and completes the [Picto Fashion Photography Award](#) with a new endowment designed to accompany a young artist on the market.

Since 1998, the **Grand Prix Picto de la Photographie de Mode** has been discovering new talent by rewarding a style that contributes to photographic creation in the service of fashion and luxury: the originality of the artistic signature and the inspiration provoked by the series will be the assets highlighted by this historic endowment, supported by Leica.

The **le19M de la Photographie des Métiers d'Art endowment** identifies a writing capable of developing original creative propositions around the Fashion Crafts : aesthetic approach, personal universe, and sensitivity will determine the work of the laureate who will collaborate with one of the resident houses of 19M, a cultural hub conceived and designed by Maison CHANEL, dedicated to the creation and transmission of the Fashion and Decoration Crafts.

The **Filippo Roversi endowment** rewards the originality of the technical know-how of an artist whose visual creation is based on the use of original processes or devices: know-how, technical processes, composition and light will be the major characteristics of the work highlighted. The prize is awarded by photographer Paolo Roversi, who will share a portfolio reading and a signed print with the laureate.

This year, we are delighted to launch the **LGA Management / JANVIER endowment**, in collaboration with the [LGA Management Agency](#) and the [JANVIER Digital Photo Lab](#), which rewards a visual talent whose photography and artistic direction applied to the world of beauty, still life or luxury are part of a cross-disciplinary approach to media (print and digital, motion design and video).

# THE 2024 EDITION

Since 2017, the Picto Fashion Photography Awards has been hosted by the **Palais Galliera, musée de la Mode de Paris**. This Parisian museum contributes to the ambitions of the programme by giving it its institutional dimension, allowing the winners to enter a public collection and exhibit in a space at the museum. The finalists will be announced in May and will be presented at [the awards ceremony at the Palais Galliera](#) June 5th, on the basis of a portfolio produced by PICTO, in a Prophot book to be handed over at the end of the evening.

The members of the jury are :

- **Alexandre Mattiussi**, President of the jury - Founder and Creative Director of [AMI Paris](#)
- **Sylvie Lécallier**, Head of the photographic collection - [Palais Galliera](#)
- **Julien Gallico**, Artistic Director - [Julien Gallico Studio](#)
- **Paolo Roversi**, Photographer
- **Olivier Jezequel**, Agent - [LGA Management](#)
- **Jimmy Pihet**, Director - [1889 Expérience Agency](#)
- **Ally Macrae**, [Stylist](#)
- **Gaëlle Gouinguéné**, Head of Communications, Press Relations and Cultural Projects - [Leica](#)
- **Jean Leclercq**, Director - Digital Photo Lab [JANVIER](#)
- **Khoa Dodinh**, Artistic Director - [Moët & Chandon](#)
- **Mathieu Bassée**, Artistic Director - [Studio MTX](#)
- **Angelo Cirimele** – co-founder of [Magazine](#)
- **Annabelle Foucher**, [Photographer](#) - Laureate of the Grand Prix Picto de la Photographie de Mode 2023
- **Joëlle Mestas**, Photographer and President - [SAIF](#) Cultural Action Committee

# THE FINALISTS 2024

*Click on the images to view the series and videos.*



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STUDY FROM LIFE



© Luca Meneghel



© Silvana Trevale



© Florent Le Roux





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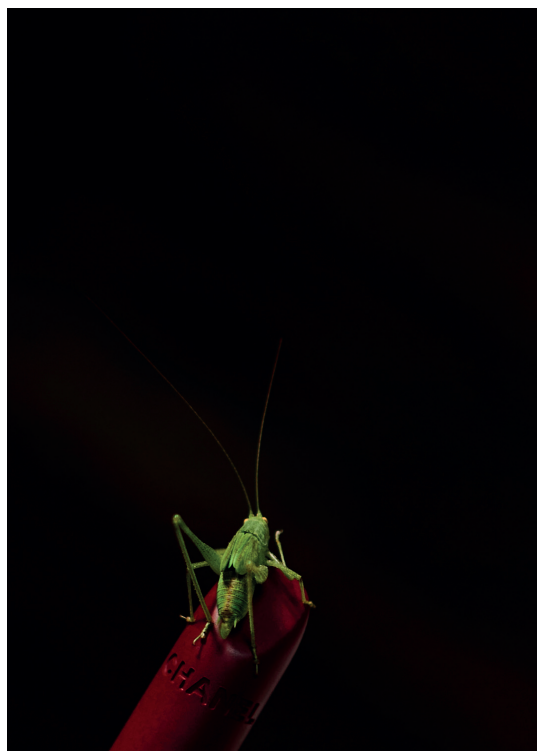
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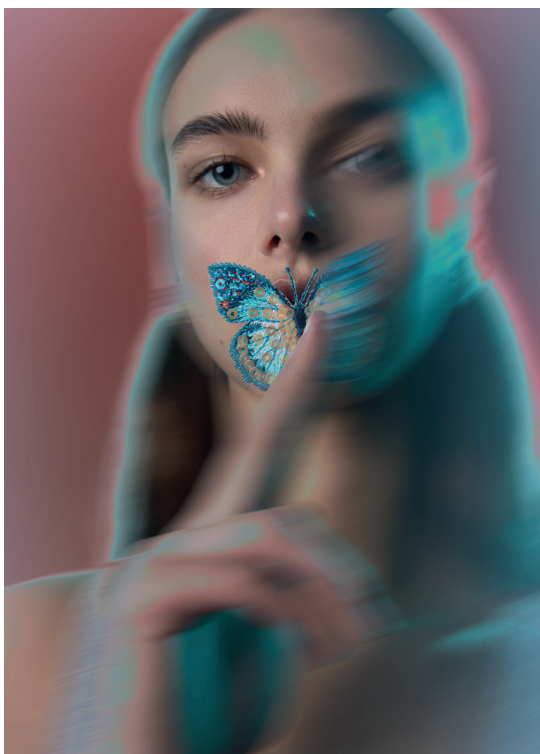
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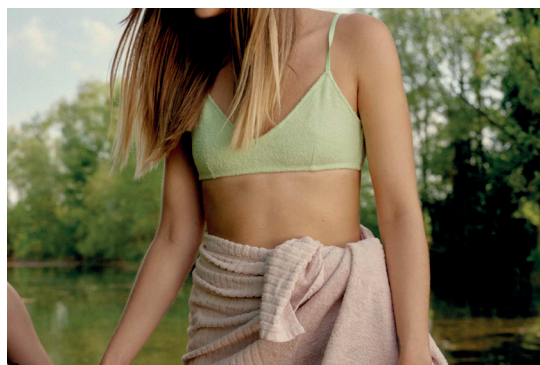




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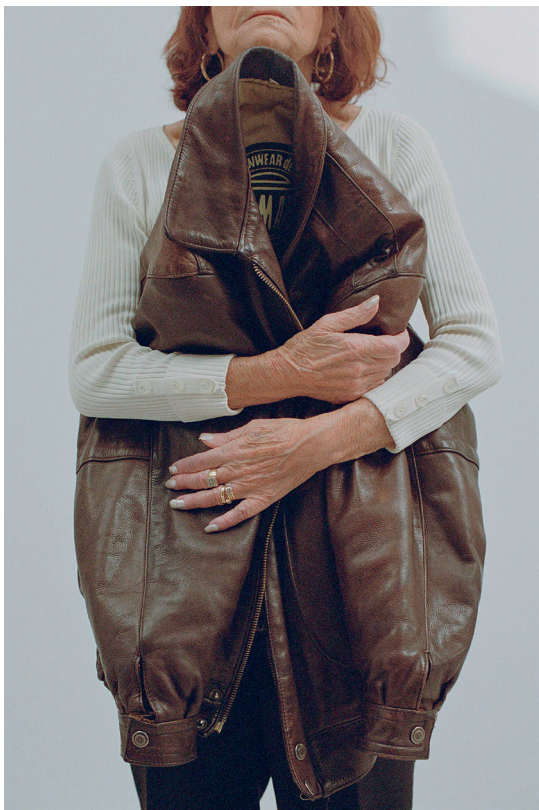


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# THE ENDOWMENTS

Since 2024, **STUDIO DAGUERRE**, a historical partner of the Picto Fashion Photography Award, now offers [a studio photoshoot day](#) to each of the four laureates.\*

## GRAND PRIX PICTO DE LA PHOTOGRAPHIE DE MODE

- A LEICA SL2-S camera with a SL 24-70 mm lens.
- The production of an exhibition worth €2,000.
- The opportunity to join the public collections of the Palais Galliera.
- An endowment of €500 with the support of the Saif.

## le19M DE LA PHOTOGRAPHIE DES MÉTIERS D'ART ENDOWMENT

- A [commission](#) worth €5,000 created on behalf of 19M, in collaboration with one of the resident houses of 19M, a cultural hub for the Artisanal Professions of Fashion and Decoration in Paris-Aubervilliers.
- The opportunity to integrate into the public collections of the Palais Galliera.
- A prize of €500 with the support of Saif.

## FILIPPO ROVERSI ENDOWMENT

- A portfolio reading with Paolo Roversi.
- A signed print by Paolo Roversi.
- A €1,000 production grant from PICTO.
- The opportunity to join the public collections of the Palais Galliera.
- An endowment of €500 with the support of the Saif.

## LGA MANAGEMENT / JANVIER ENDOWMENT

- Personalised mentoring with the LGA Management agency (6 coaching sessions to access the market step by step)
- Post-production retouching sessions to optimise the portfolio, for film and photo production, with the JANVIER Digital Photographic Laboratory.
- The opportunity to join the public collections of the Palais Galliera.
- An endowment of €500 with the support of the Saif.

\*journée de prise de vue effective l'année suivant la remise du prix



# PRESENTATION OF THE AWARD

The **Picto Fashion Photography Award** was initiated in 1998 by the PICTO laboratory in order to support fashion photographers in launching their career. The award revealed talented photographers with an international career: **Louis Decamps** (1998), **Sofia & Mauro** (2002), **Marjolijn de Groot** (2003) or **Kourtney Roy** (2007).

The **Picto Fashion Photography Award** has evolved rapidly, thanks to its partners and to the jury each year renewed in the world of fashion, luxury, advertising, art and photography. In 2013, the prize becomes international and includes winners from all over the world, like **Alice Pavesi Fiori** (Italy) - 2013, **Ting Ting Wang** (China) - 2013, **Charlotte Abramow** (Belgium) - 2014, **Chiron Duong** (Vietnam) - laureate 2020 of the Grand Prix Picto de la Photographie de Mode, **Lucie Khahoutian** (Armenia) - or **Natalia Evelyn Bencicova** (Slovakia) - laureates 2020 and 2021 of the **le19M de la Photographie des Métiers d'Art** endowment.

In 2017, the Picto Fashion Photography Award welcomed a new prestigious partner, the **Palais Galliera, Musée de la Mode de Paris**. Since 2020, **le19M**, which brings together the fashion crafts of the CHANEL fashion houses, and the photographer Paolo Roversi, have been awarding two prestigious prizes. For the second consecutive year and in continuation of its support for photographers, the SAIF (Society of Authors in Visual Arts and Fixed Image) complements the endowment of the Picto Fashion Photography Prize, benefiting each of the four winners with a contribution of €500.

In 2024, the **LGA Management Agency** and the **JANVIER** laboratory joined the Picto Fashion Photography Award for professional and artistic support. Today, 4 prizes are awarded, with the constant aim of being as close as possible to the new talents associated with the fashion sector and the challenges facing their activity.

## ORGANISATION

The **Picto Fashion Photography Award** is organised as part of the programmes of [Picto Foundation](#), the endowment fund of [Picto Laboratories](#). Picto Foundation aims to intensify and perpetuate actions in the photography sector, at a time when photographers need our support even more. The programmes supported aim to meet photographers' expectations and encourage those who place experimentation at the heart of their creative approach. These sponsorship initiatives should enable PICTO to continue to see through the eyes of others for a long time to come, and to continue a tradition of exchange and sharing.



## PARTNERS

The Picto Fashion Photography Award  
is made possible thanks to a group of loyal partners:





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