

# PRIX PICTO DE LA MODE

PRESS RELEASE 2025 EDITION  
PRESENTATION OF THE LAUREATES

PALAIS  
ROYAL DE LA MODE  
GALLIERA  
BOULEVARD DES FILLES DU CALVAIRE

la saif  
Société des Auteurs  
des arts visuels  
et de l'image fixe



le19M

JANVIER  
L'ART ET LA PHOTOGRAPHIE

lga

DAGUERRE  
PARIS PRODUCTION

MAGAZINE



la culture avec  
la copie privée

fisheye



LOUIS ROEDERER  
CHAMPAGNE

ILFORD PHOTO



# THE 2025 EDITION

The **27th Picto Fashion Photography Awards** ceremony took place on Thursday, June 12th at the Palais Galliera, Paris Fashion Museum. This edition holds a special significance for [Picto Foundation](#), as 2025 marks the **75th anniversary of PICTO laboratories**, founded in 1950. The [Picto Fashion Photography Award](#) stands as a cornerstone of PICTO's enduring commitment to creative expression, with a particular focus on emerging talent.

In this dynamic spirit, the jury - chaired by host and stylist **Daphné Bürki** - presented four awards:

- **Arash Khaksari** received the Picto Fashion Photography Award. He was awarded a **Leica** camera and will benefit from an upcoming exhibition produced by PICTO.

- **le19M endowment for Fine Craft Photography** was granted to **Jean Marques**, offering a collaborative opportunity with one of the resident houses of le19M—an exceptional venue designed by CHANEL, dedicated to the creation and transmission of the Fashion and Decorative Arts Métiers.

- **Paolo Roversi** presented the Filippo Roversi endowment to **Steve Ney**, highlighting the photographer's sensitivity and human approach to Indian culture and fashion.

- The **LGA Management / JANVIER endowment**, a collaboration between [LGA Management agency](#) and JANVIER digital photo lab, was given to **Anna Leonte Loron** for her compelling photographic and video proposal.

# JURY

Jury Members:

- **Daphné Bürki**, Jury President – Stylist and TV Host
- **Lise de Martino**, Independent Art Director
- **Omaima Salem**, Fashion Director – [Dazed Mena](#)
- **Sylvie Lécallier**, Curator of the Photography Collection – [Palais Galliera](#)
- **Régina Weber**, Head of Textile Creation and Development – [Paloma](#)
- **Paolo Roversi**, Photographer
- **Olivier Jezequel**, Agent – [LGA Management](#)
- **Nathalie Maudet**, Head of Art Buying – [Publicis](#)
- **Gaëlle Gouinguéné**, Head of Communication, Press Relations, and Cultural Projects – [Leica](#)
- **Jean Leclercq**, Director – [JANVIER](#) Digital Photographic Lab
- **Yama Ndiaye**, Laureate of the 2024 Picto Fashion Photography Award
- **Pierre Ciot**, President – [SAIF](#)
- **Angelo Cirimele**, Co-Founder – [Magazine](#)

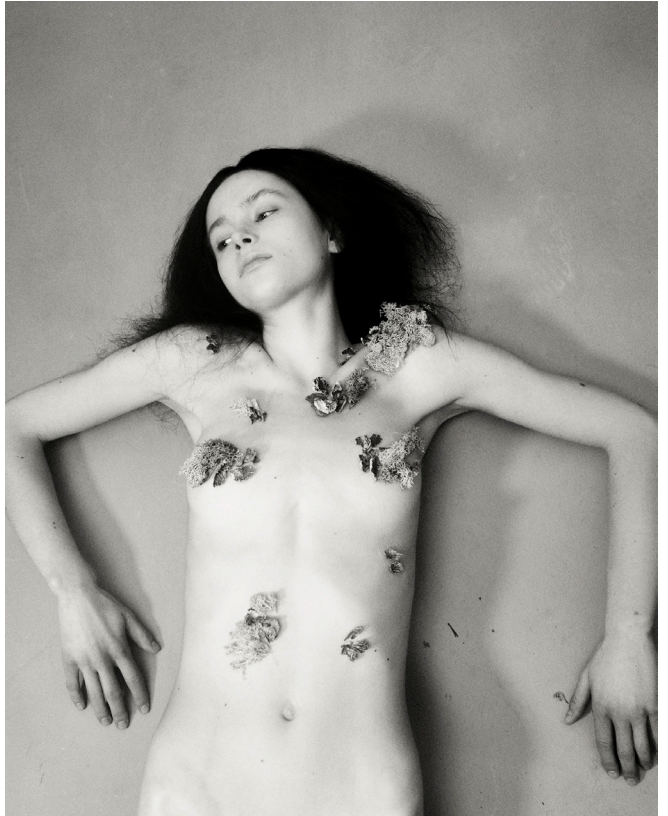
FIRST PRIZE  
PICTO FASHION  
PHOTOGRAPHY AWARD

ARASH KHAKSARI



**Arash Khaksari**, born in Tehran, Iran, grew up in a multicultural environment. Drawn to black-and-white imagery and the evocative power of light, his passion for photography emerged in 2016. It later evolved within the realms of fashion and beauty, through a subtle and refined approach. Now based in Paris, Arash Khaksari continues to develop his artistic journey in photography, seeking to highlight the natural beauty of his subjects through surreal imagery. With *Symbiose*, a photographic series created for Atmos, Arash Khaksari explores the interaction between humanity, nature, and the ephemeral, through the unique creations of **Dasha Tsapenko**.





The pieces by Dasha Tsapenko, entirely crafted from **biodegradable and living materials**, redefine fashion as a constantly evolving organism. Each image captures **the fusion between garment and environment, playing with light, textures, and the temporality of the materials.**

This is not merely a portrait or a fashion photograph, but **a dialogue between the human and the living**—a reflection on fashion as an organic extension of the natural world.

Through this series, Arash Khaksari seeks to elevate the fragility and beauty of these ephemeral works born directly from nature - **witnesses to a form of fashion that transforms and fades with time.** It is a tribute to the harmony between fashion and nature.









SECOND PRIZE  
*Le* 19M ENDOWMENT FOR  
FINE CRAFT PHOTOGRAPHY

JEAN MARQUES

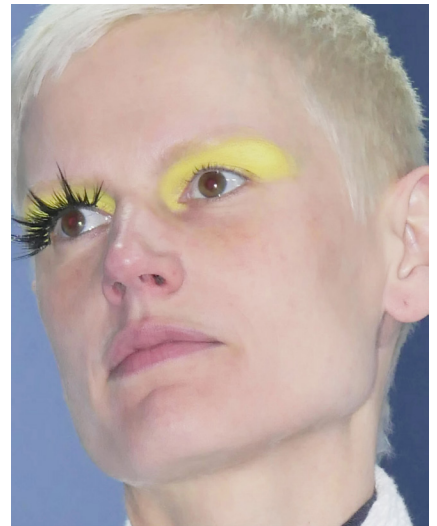


**Jean Marques** (born in 1996) is a graphic designer and photographer based in Paris. His work is marked by an intimate and raw exploration of everyday life. Through his photographs, he captures the essence of his subjects using precise framing and carefully composed shots, where each image reflects a distinct attention to detail. His approach balances spontaneity with discipline, creating visuals that go beyond mere snapshots. As a graphic designer, he brings the same sensitivity to layout, skillfully using space and form to elevate the ordinary. Deeply rooted in visual reflection, his work offers a poetic and thoughtful vision of reality, inviting a deeper contemplation of simple moments. Between intuition and method, raw beauty meets a structured and coherent artistic approach.





*Call Time* is a series that takes us behind the scenes of fashion - where raw reality overtakes polished appearances. It focuses on those often unseen moments when beauty has not yet been constructed, where imperfections and urgency take center stage. Far from retouching and artifice, the details reveal a raw beauty - more truthful, yet frequently overlooked. The series questions how beauty is constructed by exposing what fashion typically seeks to conceal. Behind the perfect image lie fatigue, haste, and sometimes even pain. Models, often constrained by tight schedules and the precise timing dictated by the call sheet, are forced to reinvent themselves in urgency, enduring pressure to become beautiful once again. In this space between chaos and transformation, another kind of beauty emerges - one marked by vulnerability.





# THIRD PRIZE

## FILIPPO ROVERSI ENDOWMENT

# STEVE NEY



**Steve Ney**, 27, was born in Paris and has roots in Pondicherry, India. Guided by his mother - who moved between analog and digital photography - he grew up around what he called “the device that freezes life.” From an early age, he felt a strong desire to tell stories through the lens of images. His path, marked by challenges, has led him to explore the world of photography. For him, the medium has become a bridge - bringing him closer to his Indian heritage and driving him to go beyond stereotypical, clichéd representations. He holds a deep commitment to presenting an authentic and nuanced vision of modern India. Each image he captures reflects his passion for his country of origin and his desire to share its beauty with the world.







At the intersection of tradition and modernity, the *Our India* series draws inspiration from Steve Ney's childhood memories in India. Guided by the richness of the landscapes that shaped his imagination, his visual exploration delves into cultural heritage and geographical diversity, while also weaving in cinematic narratives from Kollywood. The series further addresses the role of women in society and highlights the distinctiveness of India's hair culture. His aim is to evoke a multicultural and intergenerational memory - one seen through his personal lens.

FOURTH PRIZE  
LGA MANAGEMENT  
/ JANVIER ENDOWMENT

ANNA LEONTE LORON



**Anna Leonte Loron** is a photographer and visual artist whose work explores the intimate relationships between women and food. After a background in advertising and design, she turned to photography, drawn by its ability to tell simple and authentic stories. Her work is defined by a search for truth and sensitivity, capturing everyday moments that are often unseen or overlooked.

As the recipient of this new award dedicated to photography and video, she is developing a cross-disciplinary artistic vision through both mediums in the project *Women Are Hungry*. In this series, Anna Leonte Loron challenges the stereotypes surrounding women and food.





She captures women eating for their own pleasure - free from social pressures - united by a strong sense of agency and sisterhood. Through minimalist and sensual imagery, she offers a new perspective on the act of eating, celebrating intimacy and the right to a healthy relationship with the body, in a form of restorative hedonism.



Click on the image to watch the video.

# THE 2025 FINALISTS



© Florent Le Roux



© Jack Markovitz



© Paris et De Pedro



© Mai Yoshida





© Caroline Sénécal



© Alessandro Ferraioli



© Carla Rossi



© Karen Faurie





© Labō Young & Igor Furtado



© Ella Bats



© Sacha Luisada



© Luna Conte



© Anna Leonte Loron





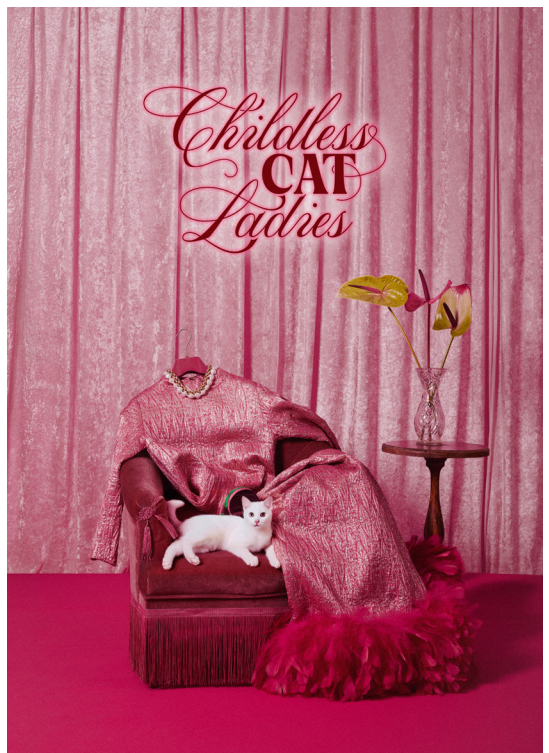
© Théophile Parat



© Igor Pjörri



© Manon Bailo



© Lisa Miquet





© Clément Jurkew



© Anais Boileau



© Héloïse Béghin



© Maxime La





© Margaux Corda



© Jean Marques



© Steve Ney



© Arash Khaksari

# ENDOWMENTS

## **PICTO FASHION PHOTOGRAPHY AWARD**

- A LEICA SL3-Scamera with an SL 24-70 mm lens.
- The production of an exhibition worth €2,000.
- A full day of studio time offered by Studio Daguerre.
- The opportunity to join the public collections of the Palais Galliera.
- An endowment of €500 with the support of the Saif.

## **le19M ENDOWMENT FOR FINE CRAFT PHOTOGRAPHY**

- A [photographic commission](#) worth €5,000, produced on behalf of [la Galerie du 19M](#), in collaboration with one of the resident houses of le19M, place of Fashion and Decoration Crafts in Paris-Aubervilliers.
- The opportunity to join the public collections of the Palais Galliera.
- An endowment of €500 with the support of the 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.

\*to be scheduled during the year following the award ceremony.



# PRESENTATION OF THE AWARD

The **Picto Fashion Photography Award** was initiated in 1998 by the PICTO laboratory with the mission of supporting fashion photographers, helping them launch their careers, and fostering emerging talents. The award has brought to light talented photographers who now have international careers: **Louis Decamps** (1998), **Sofia & Mauro** (2002), **Kourtney Roy**, **Charlotte Abramow** (2014) ou encore **Elsa & Johanna** (2017).

The **Picto Fashion Photography Award** quickly evolved thanks to its partners and a constantly renewed jury from the worlds of fashion, luxury, advertising, art, and photography. In 2013, the award expanded internationally, recognizing laureates from around the world, such as **Ting Ting Wang** (China) in 2013, **Chiron Duong** (Vietnam), who won in 2020, **Lucie Khahoutian** (Armenia), recipient of the 2020 *le19M* Endowment for Fine Craft Photography, **Natalia Evelyn Bencicova** (Slovakia), who won in 2021, and **Silvana Trevale** (Venezuela), the 2024 recipient of the LGA Management / JANVIER Endowment.

In 2017, the **Picto Fashion Photography Award** welcomed a prestigious new partner: the **Palais Galliera**, musée de la mode de Paris. Since 2020, photographer **Paolo Roversi** and **le19M**, which brings together the fashion crafts of the CHANEL fashion house, have awarded two prestigious distinctions. *le19M* unites nearly 700 artisans and experts working across 12 renowned Maisons (Atelier Montex, Desrues, Eres, Goossens, Lemarié, Lesage, Lesage Intérieur, Ateliers Lognon, Maison Michel, Massaro, Paloma, and Studio MTX). It also houses *la Galerie du 19M*, an interactive cultural space open to the public, whose programming reflects *le19M*'s commitment to preserving and passing on exceptional craftsmanship.

In 2024, the **LGA Management Agency** and the **JANVIER** laboratory joined the Picto Fashion Photography Award for professional and artistic support. Today, four 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.



## PARTENAIRES

The Picto Fashion Photography Award is made possible  
thanks to the support of its partners





## CONTACTS

### PRIX PICTO DE LA MODE

#### **Chloé Tocabens**

Head of Picto Foundation

[chloet@picto.fr](mailto:chloet@picto.fr)

T : +33 6 21 69 66 47

#### **PRESS OFFICE**

##### **2e BUREAU**

Marie Laure Girardon, Mathilde Sandlarz,

Nikita Eidenweil

[pictofoundation@2e-bureau.com](mailto:pictofoundation@2e-bureau.com)

T: +33 1 42 33 93 05

**PICTO**  
FOUNDATION