

PICTO
FOUNDATION

PRIX PICTO DE LA MODE

CALL FOR APPLICATIONS 2026
UNTIL MARCH 13

PALAIS
MUSEE DE LA MODE
GALLIERA
PARIS 16 SEPT-PALEIS

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



le19M

JANVIER

lga

MAGAZINE

studio demi



la culture avec
la copie privée

fisheye



LOUIS ROEDERER
CHAMPAGNE

ILFORD PHOTO





© **Arash Khaksari.** Laureate of the Picto Fashion Photography Award 2025.

2026 EDITION

The **28th edition of the Picto Prize for Fashion Photography** holds a special significance for the PICTO Foundation. Following 2025, the year in which PICTO celebrated its 75th anniversary, 2026 marks the **10th anniversary of the “PICTO Foundation”** endowment fund. This year also coincides with a major event in the history of photography: the celebration of its bicentenary.

The Picto Prize for Fashion Photography is a key pillar of PICTO’s initiatives in support of creation and emerging talent, reflecting the commitment of a historic player in the photographic ecosystem. Created nearly 30 years ago, the Prize is part of a long-standing dedication to photography and, in 2026, resonates with the celebration of the medium’s bicentenary.

We wish to make this 2026 edition an exceptional event for these talents in the making—finalists and winners alike—who will receive the four prizes awarded this year.



Award ceremony at the Palais Galliera © Flaminia Reposi

2026 EDITION

We are delighted to welcome the **visual artist Valérie Belin**, who will chair the jury for this edition. As every year, four awards will be presented at the 28th Picto Prize for Fashion Photography ceremony :

- The **Picto Fashion Photography Award** highlights a style that contributes to the advancement of photographic creation in the service of fashion and luxury. The originality of the artistic signature and the inspiration evoked by the series will be the key qualities highlighted by this historic award, supported by Leica.
- **le19M endowment for Fine Craft Photography** recognizes a visual style capable of developing original creative proposals around the Fashion Craft trades. Aesthetic approach, personal universe, and sensitivity will determine the winner, who will collaborate 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.
- The **Filippo Roversi endowment** which rewards the originality of the vision, the uniqueness of the professional background, and the artistic approach. This award is supported by photographer Paolo Roversi, who will share a portfolio review and a signed print with the recipient.
- The **LGA Management / JANVIER endowment**, in collaboration with [LGA Management Agency](#) and [JANVIER Digital Photo Lab](#), recognizes a visual talent whose photography and art direction, applied to the worlds of beauty, still life, or luxury, spans across various mediums (print, digital, motion design, and video).

2026 EDITION

Since 2017, the Picto Prize for Fashion Photography has been hosted by the **Palais Galliera, Paris Fashion Museum**. The Parisian museum supports the ambitions of this program by giving it an institutional dimension, enabling the winners to enter a public collection and to exhibit their work in a museum space.

The jury will meet at the end of April and will be chaired by Valérie Belin. The award ceremony will take place in early June at the Palais Galliera.

Valérie Belin is a French visual artist. Born in 1964 in Boulogne-Billancourt, she lives and works in Paris. Since 1993, she has produced numerous photographic series, particularly “portrait” series, which invite us to question the sometimes complex relationships we have with our bodies and their representations.



© Louise Lenepveu

Her works are now exhibited worldwide and are part of numerous public and private collections. Winner of the Prix Pictet in 2015, she was named Commander of the Order of Arts and Letters in 2023 and elected a member of the Académie des beaux-arts in 2024.

2026 EDITION

PICTO FASHION PHOTOGRAPHY AWARD

- A LEICA SL3-Scamera with an SL 24-70 mm lens.
- The production of an exhibition worth €2,000.
- The winner agrees that two signed prints will be graciously added to the collections of Palais Galliera, Paris Fashion Museum, under the terms established by the institution.
- 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 winner agrees that two signed prints will be graciously added to the collections of Palais Galliera, Paris Fashion Museum, under the terms established by the institution.
- 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 winner agrees that two signed prints will be graciously added to the collections of Palais Galliera, Paris Fashion Museum, under the terms established by the institution.
- 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 winner agrees that two signed prints will be graciously added to the collections of the Palais Galliera Museum, under the terms established by the institution.
- An endowment of €500 with the support of the Saif.

CALL FOR ENTRIES 2026

PARTICIPANTS MUST MEET THE FOLLOWING CONDITIONS:

For each of the four prizes, entries will be judged on the basis of the photographic series submitted, supplemented, in the case of the LGA Management / JANVIER endowment, by the associated video. Participants must meet the following conditions:

- **Be under 35 years old**, from any country.
- Submit **a series of 15 to 20 images maximum**.
- Propose (optional, only if you target the LGA Management / JANVIER endowment) a **digital creation** (animation, short video, motion design, etc.) as an extension of the series.

The **complete application file** must be sent via a download link (ideally via SwissTransfer or Google Drive) and must include:

- **A biography** (pdf - 1500 characters maximum) nominated NAME_BIOGRAPHY.pdf
- **A text presenting the series** (pdf - 1500 characters maximum) nominated NAME_PRESENTATION.pdf
- **Photos in Low Resolution** (1,5 Mo – 300 DPI max.) and in **High Resolution** (20 Mo - 300 DPI min.) **in .jpg format**.

Name your images as follows:

NAME OF THE CANDIDATE_NAME OF THE SERIE_N ° OF PHOTO_LR
NAME OF THE CANDIDATE_NOM OF THE SERIE_N ° OF PHOTO_HR

- Optional: **A video and/or animation** (motion design) to be uploaded in .MOV or .MP4 format.

Finally, you must **complete the compulsory googleform** on [this link](#) and send your application to prixpictodelamode@picto.fr **before 13 MARCH 2026**.

CALL FOR ENTRIES 2026

SELECTION AND SUBMISSION OF APPLICATION FILES

The deadline to submit an application is March 13, 2026.

The application file must be sent by email to the following address:

prixpictodelamode@picto.fr

All applications will be reviewed by a pre-jury composed of the prize organizers as well as representatives from the Palais Galliera and Studio Demi to select the finalist files. These finalists will then be presented to the final jury.

The jury, appointed by the PICTO Foundation, will include one of its representatives, a representative from the Palais Galliera, a representative from one of *the* 19M art houses, Paolo Roversi, representatives of its partners, as well as invited experts. The final composition of the jury will be announced at a later date.

The announcement of the finalists will be made in May via the PICTO Foundation newsletter.

Finally, you must complete the mandatory **Google Forms form** at [this link](#) and send your application file to prixpictodelamode@picto.fr **before March 13, 2026.**



AGENDA

MARCH 13 2026

DEADLINE TO SUBMIT APPLICATIONS.

MAY 2026

ANNOUNCEMENT OF THE FINALISTS

JUNE 2026

AWARDS CEREMONY AT
PALAIS GALLIERA, MUSÉE DE LA MODE DE PARIS.

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**, Paris Fashion Museum. 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 Intérieurs, Atelier 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.



PARTNERS

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



CONTACTS

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