

PICTO
FOUNDATION



PRIX PICTO DE LA MODE

PRESS RELEASE 2026
PRESENTATION OF 20 FINALISTS

PALAIS
GALLIERA



le19M

JANVIER

lga

studio demi

MAGAZINE

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



fisheye



LOUIS ROEDERER
CHAMPAGNE

ILFORD PHOTO



2026 EDITION

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

The Prix PICTO for Fashion Photography is a cornerstone of the initiatives led by PICTO, a historic player in the photographic ecosystem, in support of creativity and emerging talent. Established nearly 30 years ago, it reflects a long-standing commitment to photography, resonating in 2026 with the celebration of its bicentennial.

We are delighted to welcome **visual artist Valérie Belin**, who will serve as president of the jury for this edition. As every year, four awards will be presented at the 28th ceremony of the Prix PICTO for Fashion Photography:

- **The Grand Prix PICTO for Fashion Photography**, which rewards a distinctive style that contributes to enriching photographic creation in the service of fashion and luxury. The originality of the artistic signature and the inspiration generated by the series will be the key qualities highlighted by this award, supported by Leica.
- **The le19M Craft Photography Grant**, which recognizes a creative approach capable of developing original proposals around fashion craftsmanship. Aesthetic vision, personal universe, and sensitivity will determine the laureate, who will collaborate with one of the resident houses of le19M—a site imagined and designed by CHANEL, dedicated to the creation and transmission of fashion and decorative arts craftsmanship.
- **The Filippo Roversi Grant**, which rewards originality of vision, the uniqueness of a professional journey, and artistic approach. This grant is supported by photographer Paolo Roversi, who will offer the laureate a portfolio review and a signed print.
- **The LGA Management / JANVIER Grant**, in collaboration with LGA Management agency and the digital photographic lab JANVIER, which recognizes a visual talent whose photography and artistic direction—applied to the worlds of beauty, still life, or luxury—demonstrate a cross-disciplinary approach across media (print and digital, motion design, and video).

2026 EDITION

Since 2017, the Prix PICTO for Fashion Photography has been hosted by the **Palais Galliera, the Museum of Fashion of Paris**. This Parisian museum contributes to the program's ambitions by giving it an institutional dimension and by enabling the award winners to enter a public collection. The finalists are presented during the awards ceremony at the Palais Galliera on June 3, 2026, based on a portfolio produced by the PICTO laboratories and presented at the end of the evening.

Valérie Belin, the president of the 2026 jury, is a French visual artist. Born in 1964 in Boulogne-Billancourt, she lives and works in Paris. Since 1993, she has created 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 around the world and are part of numerous public and private collections. Winner of the Pictet Prize in 2015, she was appointed Commander of the Order of Arts and Letters in 2023, and elected a member of the Academy of Fine Arts in 2024.

Meeting on April 28th, the jury members selected four winners.

The jury was composed of:

- Valérie Belin, photographer, Jury President
- Priscilla Royer, Artistic Director of Maison Michel, le19M
- Paolo Roversi, Photographer
- Sylvie Lecallier, Head of Photography Collections - Palais Galliera
- Gaëlle Gouinguené, Head of Communications, PR and Cultural Projects at Leica
- Nikandre Koukoulioti, Director of Partnerships, Magnum Photos
- Camila Mendez & Victoria Vingtdeux, Studio Demi
- Benjamin Grillon, Art Director at Benjamin Grillon Studio
- Betina Du Toit, Photographer
- Olivier Jezequel, Agent - LGA Management
- Jean Leclercq, Managing Director JANVIER
- Arash Khaksari, Winner of the PICTO de la Mode Grand Prix 2025
- Arnaud Février, Photographer and Treasurer of SAIF
- Chloé Tocabens, Head of the PICTO Foundation

FINALISTS 2026



© Karen Faurie



© Alejandra Loaiza



© Adam Amouri



© Lucy Leroy



© Emmanuel Sarfo



© Maud Ralli re



© Shiran Poti 



© Marie Blampain



© Jeremie Monnier



© Lucie Hautot



© Sarah Carrier



© Marie Wengler



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© Piero Giacchino



© Ode Hilaire



© **Cassandre Lafon**



© **Alberto Pelayo**



© **Constance Landowski**



© **Béatrice Olimpia Bonato**

ENDOWMENTS

PICTO FASHION PHOTOGRAPHY AWARD

- A Leica SL3-S camera with a 24–70 mm SL lens.
- The production of an exhibition valued at €2,000 by PICTO laboratories.
- A €500 grant supported by SAIF.

le19M AWARD FOR FINE CRAFT PHOTOGRAPHY

- A photographic commission worth €5,000 produced for the Galerie du 19M, in collaboration with one of the resident Maisons of le19M, the fashion and decorative arts hub in Paris-Aubervilliers.
- A €500 grant supported by SAIF.

FILIPPO ROVERSI AWARD

- A portfolio review with Paolo Roversi.
- A signed print by Paolo Roversi.
- €1,000 production support from PICTO laboratories.
- A €500 grant supported by SAIF.

LGA MANAGEMENT / JANVIER AWARD

- Personalized mentoring with LGA Management (6 coaching sessions to access the market step by step).
- Post-production retouching sessions to optimize the portfolio, including film and photography work, with the JANVIER digital photography lab.
- A €500 grant supported by SAIF.

Each winner will have two of their signed prints included in the collections of the Palais Galliera Museum.

PRESENTATION OF THE AWARD

The **PICTO Fashion Photography Award** was established in 1998 by the PICTO laboratory with the aim of supporting fashion photographers, helping them launch their careers, and bringing emerging talents to light. The award has revealed many gifted photographers who have since built international careers, including **Louis Decamps** (1998), **Sofia & Mauro** (2002), **Kourtney Roy** (Special Mention 2007), **Charlotte Abramow** (2014), and **Elsa & Johanna** (2017).

The award has rapidly evolved thanks to its partners and to a jury renewed each year, drawn from the worlds of fashion, luxury, advertising, art, and photography. In 2013, it opened up internationally and has since included laureates such as **Ting Ting Wang** (China), **Chiron Duong** (Vietnam, Grand Prix 2020), **Lucie Khahoutian** (Armenia, 2020 *le19M* grant for Fine Craft Photography), **Natalia Evelyn Bencicova** (Slovakia, Grand Prix 2021), and **Silvana Trevale** (Venezuela, 2024 LGA Management / JANVIER grant).

In 2017, the **PICTO Fashion Photography Award** welcomed a prestigious new partner: the **Palais Galliera**, the Fashion Museum of Paris. Since 2020, photographer **Paolo Roversi** and **le19M**, bringing together the Métiers d'Art of CHANEL, have awarded two additional distinctions. A true hub dedicated to creation and transmission, *le19M* brings together nearly 700 artisans and experts working within 12 Maisons (Atelier Montex, Desrues, Eres, Goossens, Lemarié, Lesage, Lesage Intérieurs, Atelier Lognon, Maison Michel, Massaro, Paloma, and Studio MTX). It also hosts the Galerie du 19M, an interactive cultural space open to all audiences, whose programming reflects its mission to promote and transmit exceptional craftsmanship.

In 2024, **LGA Management** and the **JANVIER laboratory** joined the PICTO Fashion Photography Award, offering professional and artistic mentoring. Today, four distinct awards are presented, with the ongoing ambition of remaining closely connected to emerging talent in the fashion industry and the evolving challenges of their practice.

ORGANISATION

The **PICTO Fashion Photography Award** is organized within the framework of the programs of PICTO Foundation, the endowment fund of **PICTO laboratories**. PICTO Foundation aims to strengthen and sustain initiatives in the field of photography, at a time when photographers need our support more than ever.

The supported programs seek to respond to photographers' needs and to encourage those who develop an author's artistic vision at the core of their creative practice. These initiatives are intended to allow PICTO to continue, for many years to come, to see through the eyes of others and to extend a tradition of exchange and sharing.

PICTO
FOUNDATION

PARTNERS

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

PALAIS
MUSÉE DE LA MODE
GALLIERA
DE LA VILLE DE PARIS



le19M

JANVIER
L'Annuaire Photographique Digital

lga

LOUIS ROEDERER
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la culture avec
la copie privée

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