

PRIX PICTO DE LA MODE

PRESS RELEASE 2026
PRESENTATION OF THE LAUREATES

PALAIS
MUSEE DE LA MODE
GALLIERA
DE LA VILLE DE PARIS

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



le19M

JANVIER
L'ART DE LA PHOTOGRAPHIE

lga

studio demi

MAGAZINE



fish-eye



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.

LAUREATES 2026

This year's edition generated remarkable enthusiasm, with more than 140 international applications received.

Among them, 19 finalists were selected by a committee comprising PICTO Foundation, JANVIER Laboratory, Palais Galliera, and Demi Studio. This selection once again highlights emerging talents whose work offers a fresh perspective on fashion photography, through bold creative approaches at the intersection of art, editorial imagery, and commercial photography.

True to its mission, the prize is entirely dedicated to emerging talent. Its purpose is to champion new voices in fashion photography and support young photographers as they take the next step in their professional careers.

All applicants are under the age of 35, and for many of them, this award represents a significant opportunity at a pivotal stage in their development as artists and professionals.

We were delighted to welcome visual artist Valérie Belin as President of the Jury for this edition.

2026 Jury Members:

- 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 Koukouloti, 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

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.

FIRST AWARD
GRAND PRIX PICTO
DE LA PHOTOGRAPHIE DE MODE

MARIE BLAMPAIN



Fortuitous Witness © Marie Blampain



Fortuitous Witness © Marie Blampain

Marie Blampain is a conceptual photographer, born in 1992 in New Caledonia and currently based in Mexico. Her work is rooted in studio photography and shaped by existential reflection. She stages the human body and familiar situations to reveal moments of transition, transformation, and becoming.

Her images are marked by meticulous attention to detail and structure, deliberately stripping away the superfluous to preserve the essential. This formal rigor supports an artistic exploration of memory, experience, and perception. Her work has been recognized and exhibited internationally.



Fortuitous Witness © Marie Blampain



Fortuitous Witness © Marie Blampain

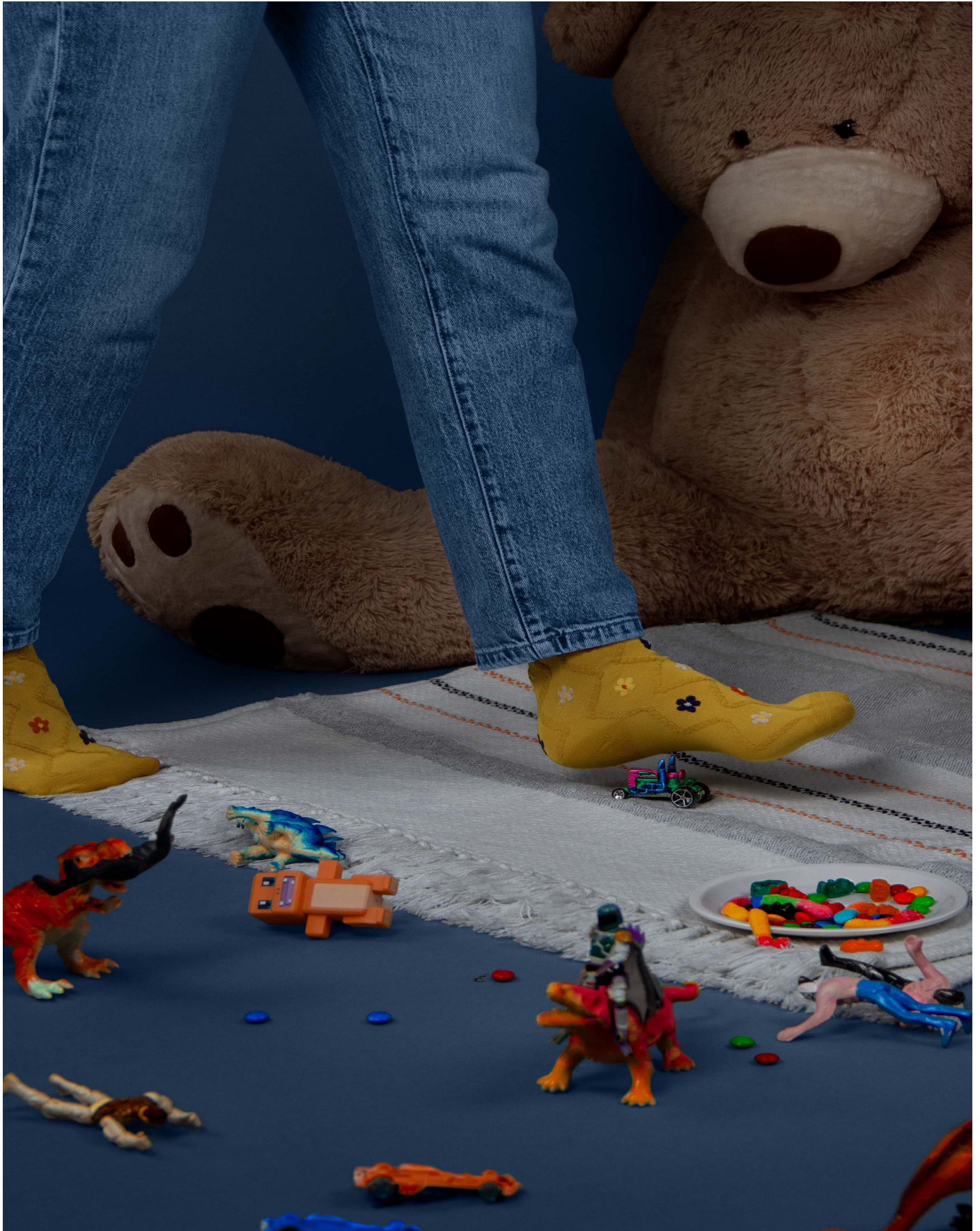
Fortuitous Witness captures fleeting fragments of ordinary time, intentionally suspending individual identity to create a space for the viewer's projection.

Each image highlights moments that occur outside significant events—instances often overlooked despite their recurrence in daily life.

A discreet witness within the frame observes these fragments without imposing meaning, allowing ordinary moments to resist fading in memory.

Rendered in vivid color, the images preserve and reactivate what is usually neglected.

By juxtaposing the mundane with visual intensity, the series emphasizes memory over nostalgia, transforming intimate experiences into a shared reflection.



Fortuitous Witness © Marie Blampain

PRIX PICTO
DE LA MODE

SECOND AWARD
le 19 M
PHOTOGRAPHIE DES MÉTIERS D'ART
CASSANDRE LAFON



La Chapelle © Cassandre Lafon



La Chapelle © Cassandre Lafon

Cassandre Lafon is a filmmaker and photographer based in Paris. Born in Lyon, she graduated from the École supérieure d'Art et de Design de Saint-Étienne, where she discovered the filmed diaries of the 1960s-70s and her mother's family videos, both major influences on her work. Her intimate approach favors close-up shots and an everyday aesthetic that she assembles into what she describes as a «bouquet of images.» She collaborates with designer Andry Adolphe on the project Floreographies, as well as with musicians such as Tasho Ishi. Alongside her personal projects, she also undertakes commissioned work, particularly in fashion. Her films and photographs have been presented in art venues and festivals in France and internationally.



La Chapelle © Cassandre Lafon

La Chapelle is a series of 50 analog photographs produced between 2023 and 2025 on the metro platform in my neighborhood in Paris. The series combines documentary images and staged scenes in order to reestablish a more direct relationship with the materiality of clothing. This project reflects my contrasting rhythm of life between working as a photographer for high-end fashion brands and my modest life in a working-class neighborhood. The series was exhibited at the Union de la Jeunesse Internationale (TATI) in 2025, and a book is currently in preparation as part of the Mentorat Wise Woman 2026, of which this project is a laureate.



La Chapelle © Cassandre Lafon



La Chapelle © Cassandre Lafon

THIRD AWARD
FILIPPO ROVERSI

JÉRÉMIE MONNIER



Teenage Portraits © Jérémie Monnier

Jérémie Monnier was born in Rennes in 1993 and grew up in the Norman countryside, where films and literature first opened his perspective on the world. After moving to Paris, he studied cinema at Paris 1 University, earning a Master's degree in film aesthetics. His thesis examined the transition from text to film through the collaboration between Joseph Losey and Harold Pinter.

Alongside this theoretical approach, he developed a photographic practice inspired by Vogue and the work of Irving Penn and Richard Avedon.

After joining Gobelins School in 2016, he assisted fashion and still-life photographers before refining his visual rigor under Guido Mocafico. Since 2021, his practice has combined personal projects, editorial work, and commissions for fashion and beauty brands.



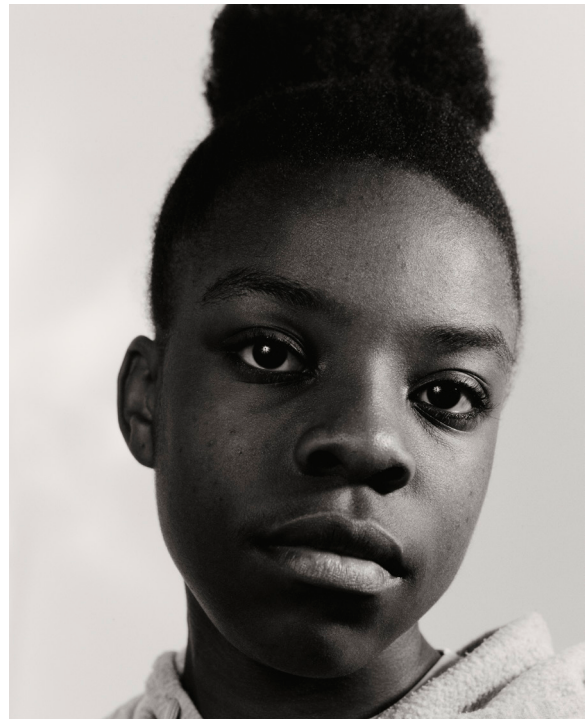
Teenage Portraits © Jérémie Monnier

Alternating between close-up portraits and scenes from the school, the series explores the codes of rural adolescence while invoking archetypes (the popular student, the punk, the nerd). The spaces, almost empty, give the images a universal dimension.



Teenage Portraits © Jérémie Monnier

Teenage Portraits documents the teenagers of Evariste Galois middle school in Breteuil-sur-Iton, an isolated village in Normandy. The artist, who is from the region, observes a youth shaped by distance and precarity, which he portrays through faces and styles.



Teenage Portraits © Jérémie Monnier

The teenagers express their individuality while embodying a broader youth experience. The portraits against neutral backgrounds reveal singular personalities, while recurring patterns highlight shared trends. The series oscillates between local singularities and the collective experience of adolescence.

FOURTH AWARD

LGA MANAGEMENT

/ JANVIER

ODE



CARRANCA © Ode



CARRANCA © Ode

Ode, born in 1998, is a Brazilian multidisciplinary artist working across filmmaking, styling, writing, and curatorial practice. Her work explores self-representation as a way to challenge Eurocentric notions of identity through transcorporeality, Afro-Brazilian spirituality, memory, and transformation.

Her photobooks and films, including *A Rose and A Prayer* (2022), *Divina* (2022), and *CARRANCA* (2025), combine human figures, deities, and Afro-surreal narratives. Her work has been exhibited at the MEP, Instituto Moreira Salles, Lafayette Anticipations, ICA London, Photo London, and SP-Arte. She founded the platform *Dúdús* (2016-2019) and curated several exhibitions on Afro-diasporic art. Her projects have appeared in *Vogue*, *Dazed*, *ArtReview*, and *Harper's Bazaar*, and she collaborates with *Comme des Garçons*, *Jean Paul Gaultier*, and *COLORSXSTUDIOS*.



CARRANCA © Ode



CARRANCA © Ode

CARRANCA draws on the eponymous sculptures, anthropomorphic and zoomorphic figures meant to ward off evil spirits, also symbolizing Afro-Brazilian religions like Candomblé. The project references Exu, the orisha mediating between material and spiritual worlds, associated with movement and the creation of possibilities. Inspired by ancient Egypt and Yoruba culture, the carrancas' physiognomy blends human and animal traits, reminiscent of pre-dynastic Egyptian gods. The palette-black, red, indigo, and white-evokes these traditions and Brazilian popular representations of Exu. Using Afro-surrealism as a conceptual framework, the series visually narrates Urias' eponymous album, with each photograph corresponding to a track, exploring transcorporeality and how reclaiming divine and ancestral figures can serve as a tool for liberating oneself from Eurocentric identity norms.



Click on the image to watch the video.

PRIX PICTO
DE LA MODE

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



© Shanna Warocquier



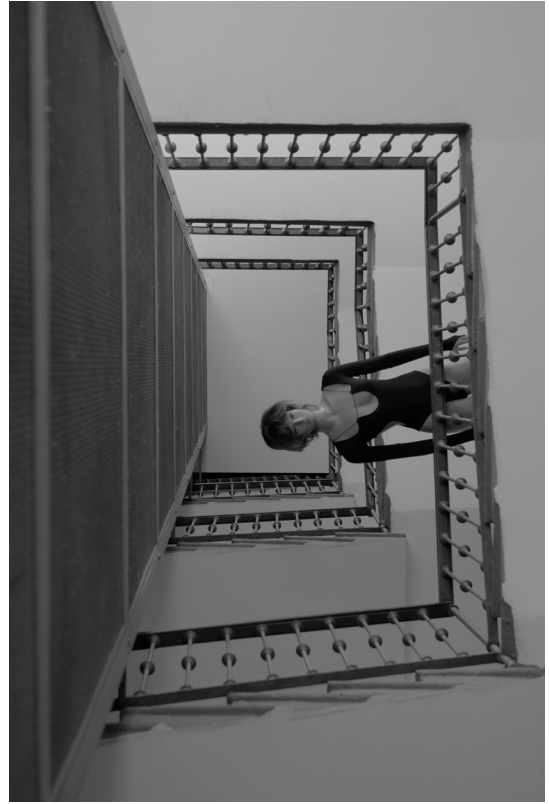
© Piero Giacchino



© Ode Hilaire



© Cassandre Lafon



© Alberto Pelayo



© Constance Landowski



© Béatrice Olimpia Bonato

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.



PARTNERS

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

PALAIS
MUSEE DE LA MODE
GALLIERA
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*le*19M

JANVIER
L'abonnement Photographique Digital

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MAGAZINE

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visuels et de l'image Fixe



fisheye

ILFORD PHOTO

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