

PICTO
FOUNDATION

PRIX PICTO DE LA MODE

CALL FOR APPLICATIONS 2025
UNTIL MARCH 17

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 PHOTO





© **Yama Ndiaye**. Laureate of the Picto Fashion Photography Award 2024.

2025 EDITION

The 27th edition of the [Picto Fashion Photography Award](#) holds a special significance for [Picto Foundation](#). The year 2025 marks the **75th anniversary of PICTO laboratories**, founded in 1950. The Picto Fashion Photography Award is a crucial pillar of PICTO's ongoing commitment to creation, particularly in supporting emerging talents. We aim to make the 2025 edition an exceptional event for these up-and-coming talents, finalists, and laureates who will receive the four awards this year.

It is with this vibrant energy that we are delighted to welcome host, actress, and stylist **Daphné Bürki** to chair the jury for this edition. As in previous years, four awards will be presented at the 27th ceremony of the Picto Fashion Photography Prize:

- 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** celebrates the originality of an artist's technical expertise whose visual creation is grounded in the use of unique processes or devices. Craftsmanship, technical processes, composition, and lighting will be the primary features of the work being honored. 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).

2025 EDITION

Since 2017, the Picto Fashion Photography Award has been hosted by the **Palais Galliera, Musée de la mode de Paris**. The Parisian museum plays a key role in advancing the ambitions of this program, giving it an institutional dimension, allowing the winners to be included in a public collection, and providing a space in the museum for their exhibitions.

The jury will convene in May and will be chaired by **Daphné Bürki**. The awards ceremony will take place in June at the Palais Galliera. Daphné Bürki has been a prominent figure in French television for over 20 years while also establishing herself as a prolific creator in the fashion world. With a background in styling, she has continuously bridged these two fields, placing creativity at the heart of her career.

After starting as a journalist and stylist for prestigious fashion houses, Daphné Bürki made a name for herself on Canal+ with her unique and innovative tone before joining France Télévisions. She currently hosts Culturebox, a show she helped launch to give artists and culture a stage, and is part of the jury for Drag Race France, celebrating diversity and creativity for three seasons. One of her most remarkable achievements includes designing and overseeing the creation of 3,000 costumes for the opening ceremonies of the Paris 2024 Olympic and Paralympic Games.



This monumental project brought together young French designers and artisans, offering a bold and modern vision of French fashion on the international stage. A true cartographer of creativity, she is dedicated to showcasing both emerging and established talents—whether singers, dancers, actors, or designers—by telling their stories with passion and humanity. Daphné Bürki is a visionary artistic director and creator, leaving a unique mark on the French cultural landscape.

2025 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 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.

With the support of **Studio Daguerre**, a long-standing partner of the Picto Fashion Photography Award, [a day in the studio](#) is being offered to each of the four laureates.

CALL FOR ENTRIES 2025

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)
- **A text presenting the series** (pdf - 1500 characters maximum)
- **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 17 MARCH 2025**.



AGENDA

MARCH 17 2025

DEADLINE TO SUBMIT APPLICATIONS.

MAY 2025

ANNOUNCEMENT OF THE FINALISTS

JUIN 2025

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**, 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.



PARTNERS

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



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