



FÉDÉRATION  
DE LA HAUTE COUTURE  
ET DE LA MODE

PP  
FW  
PARIS  
FASHION  
WEEK



## The Fédération de la Haute Couture et de la Mode and Mercedes-Benz announce their Official Partnership for 2026

The Fédération de la Haute Couture et de la Mode and Mercedes-Benz are pleased to announce their Official Partnership, reflecting a shared commitment to excellence, innovation, the pursuit of unique experiences, and a longstanding dedication to supporting creativity.

Effective throughout all Paris Fashion Week® and Haute Couture Week editions in 2026, Mercedes-Benz - as the exclusive mobility partner - will provide the Fédération de la Haute Couture et de la Mode with a fleet of various Mercedes-Benz models across all events throughout the year.

This initiative, designed to elevate the experience of the international fashion community, reflects a shared ambition to foster creativity, innovation and responsible mobility.

## **ABOUT FHCM**

The Fédération de la Haute Couture et de la Mode (FHCM) gathers the world's most renowned luxury and creative houses, selected for their creativity and unique, innovative expertise and savoir-faire, along with the most talented emerging brands. It organises Paris Fashion Week® and Haute Couture Week, structuring the Official Calendars and its adjacent activities. The FHCM serves a dual mission: as a Professional Organisation, it provides services to its Members and represents them within the professional ecosystem and towards public authorities in France and Europe. As an Event Organisation, it aims to consolidate Paris as the fashion capital of the world. Visit us at [www.fhcm.paris](http://www.fhcm.paris) and follow us on [X](#), [LinkedIn](#), [Instagram](#), and [TikTok](#).

## **ABOUT MERCEDES-BENZ FASHION ENGAGEMENT**

Since 1995, Mercedes-Benz is established as a major player in the global fashion industry. The brand has built authentic relationships across creative fields spanning fashion, photography and art. Mercedes-Benz uses its initiatives to connect with customers and fans by offering an exciting brand experience beyond its products. Since the beginning of its engagement, the brand supports design talent, innovative collaborations, fashion week partnerships and live events. More information can be found at [mercedes-benz.com](http://mercedes-benz.com).

## **COMMUNICATION CONTACTS**

### **FHCM**

Nicolas Delarue – Communication & Development Director  
[nicolas.delarue@fhcm.paris](mailto:nicolas.delarue@fhcm.paris)