



**CURATED FASHION
EVENT IN CANNES**

May 19-20
2026



CS

CANNES
SUSTAINABLE
FASHION WEEK



We are a global platform that unites high fashion with human values, mutual respect, and a commitment to environmental sustainability.

In Cannes, France, CSFW reimagines luxury by featuring sustainable, ethical, and innovative timeless fashion design that connects forward-thinking individuals and brands from around the world, all dedicated to shaping the future of the fashion industry.





PRIVATE PALACE IN CANNES

PUBLIC SCHEDULE:

May 19

- Fashion Show & Performances
5:30 PM to 9:00 PM
- FASHION TV party
"Future Couture" - TV Show Open Night
10h00 pm - 1h30 am

May 20

- Business Day / ShowRoom
11:00 AM to 7:00 PM
- The Film Industry Meets Fashion Party
10h30 pm - 1h30 am



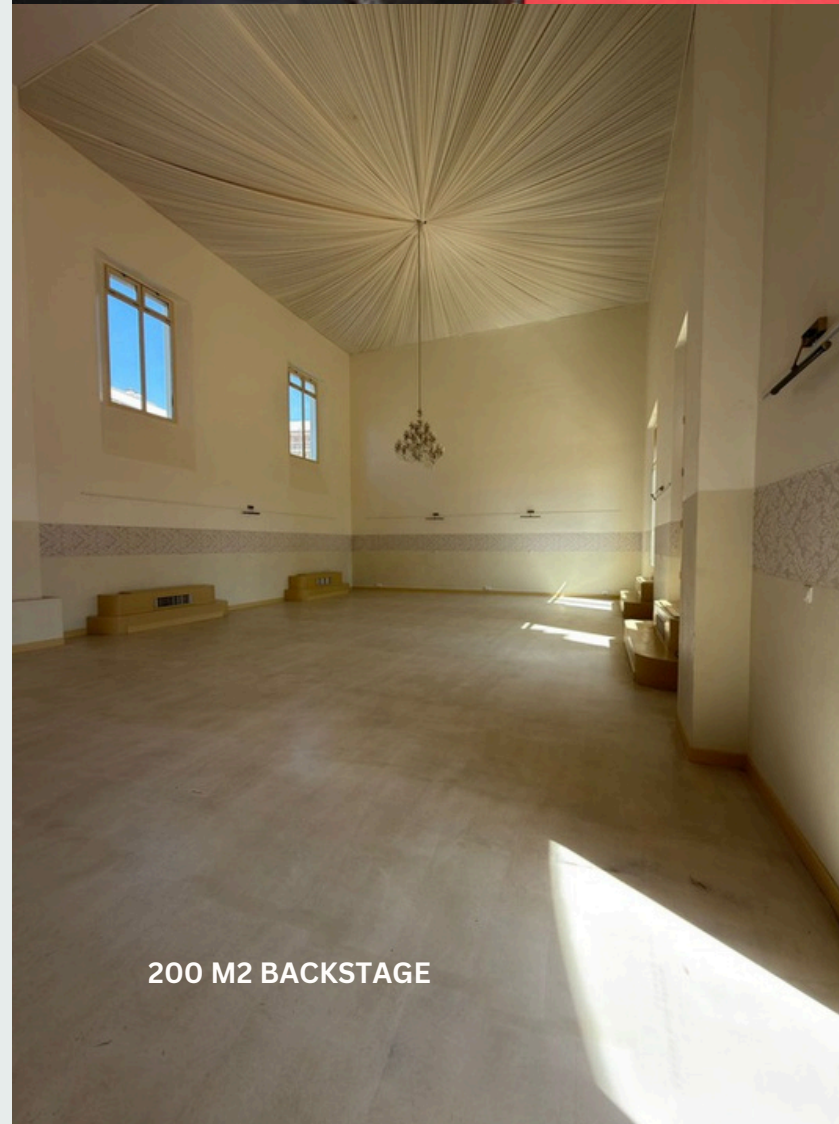
THE VENUE

PALACE CLÉMENT MASSIER

Built in 1883 by Clément Massier, a great internationally renowned ceramicist of the 20th century, this place benefits from a very beautiful "Belle Époque" architecture which allowed him to exhibit his works. This building has been completely renovated recently and opened to the public for various events. This Palace benefits from a 1.5 hectare park in the city center, an arboretum, and a magical classy court.



IN THE HEART OF
CANNES FILM FESTIVAL



200 M2 BACKSTAGE



VISION & MISSION

Vision:

- Contribute to luxury fashion evolution through aesthetic excellence, environmental responsibility, and human values.
- Envision a conscious industry where creativity, sustainability, and human intelligence redefine contemporary luxury standards.

Mission:

- Establish a prestigious platform for slow fashion, sustainable innovation, and contemporary luxury design.

Support brand development with visibility, strategic connections, and market access, fostering a responsible fashion ecosystem.



THE PROGRESS FROM OUR PREVIOUS EVENT

Last year, our helmet initiative exceeded expectations, prompting us to focus more on community expression, inspiring youth, and honoring industry leaders this year. We aim to create a space for networking and business development across various sectors, with strategic press players confirmed for our releases. FashionTV Brazil will cover Cannes Sustainable Fashion Week 2026, in 3 different modalities of diffusion, enhancing visibility for partners, particularly higher-tier sponsors, through dedicated segments, reaching 450 million viewers in 197 countries.



**HONORING
ANIMALS LOST IN
FASHION PRODUCTIONS.**





CANNES
SUSTAINABLE
FASHION WEEK

SPONSORSHIP OPTIONS

INSTITUTIONAL SPONSORSHIP

“ELEGANCE PARTNER”

Investment: €12,000

Visibility & Brand Presence

Your brand becomes part of the visual identity of Cannes Sustainable Fashion Week, with clearly defined visibility across key channels.

- Logo placement on the official press wall backdrop
- Presence on the official website of Cannes Sustainable Fashion Week
- Inclusion in selected printed materials
- Mention as Official Partner in press releases and newsletters
- One dedicated social media post and one story on official event channels
- One on-site display or banner within the event environment

Experience & Networking

The experience is designed to combine visibility with direct and intentional introductions to relevant industry figures, ensuring meaningful connections within a curated international setting rather than relying on random encounters.

- 2 VIP invitations including access to the runway show and 1 after-party
- Access to the VIP cocktail and networking environment
- Direct interaction with press and key players of the fashion industry
- Possibility to include brochures or gift cards in VIP bags
- Mention by the host during the event



INSTITUTIONAL SPONSORSHIP

“VISIONARY PARTNER”

Investment: €20,000

Includes all previous benefits, plus:

Visibility & Brand Presence

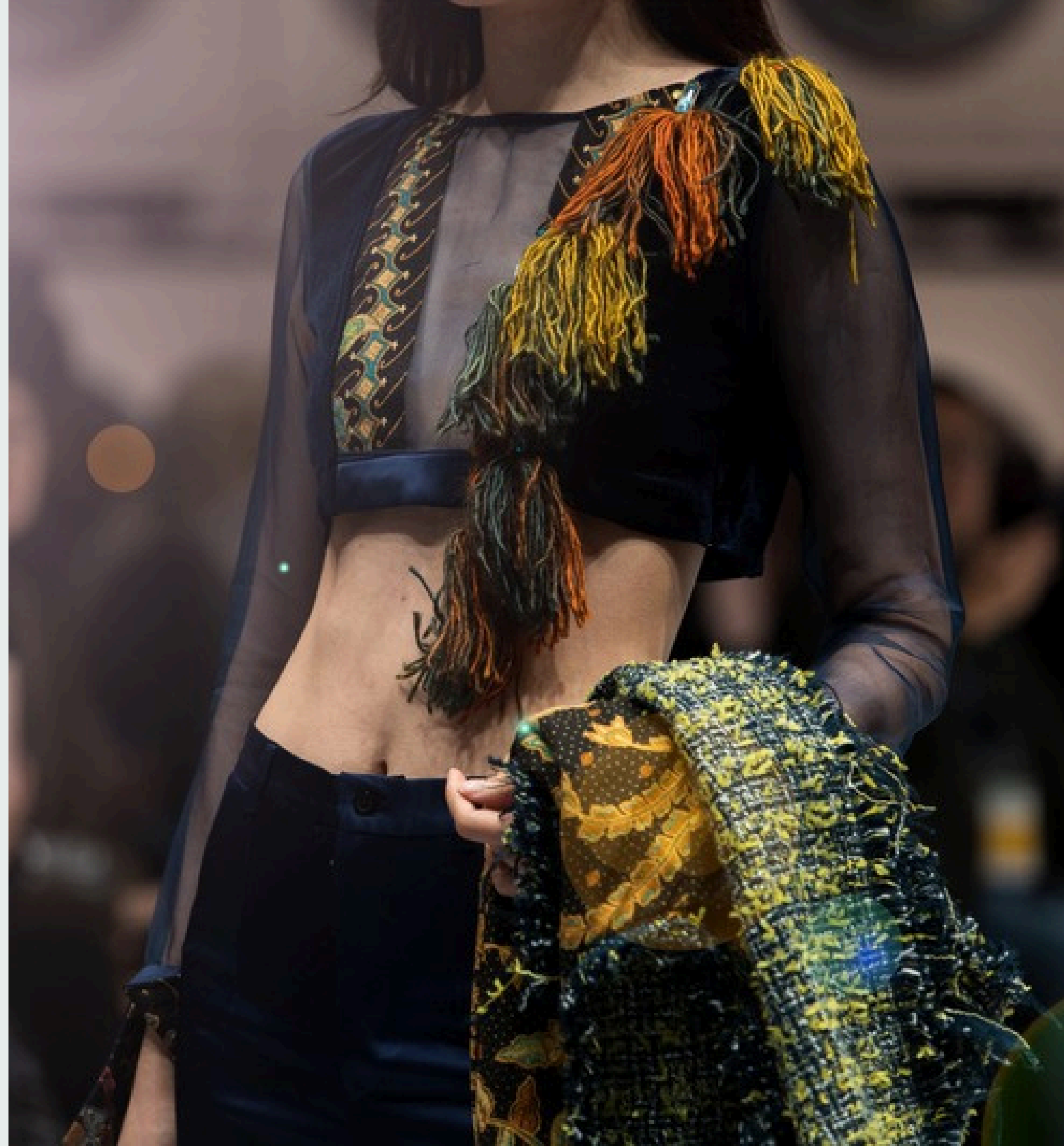
Your brand gains enhanced and more prominent visibility across key event touchpoints.

- A 15–30 second brand video featured on the main screen during the event
- Premium logo placement with increased size and visibility
- Two additional social media features before and after the event
- Inclusion in official event photography and curated media gallery

Experience & Meaningful Connections

Designed to deepen your presence within the event and provide more direct and intentional access to key industry figures.

- A dedicated mini branded stand (2x2m) within the cocktail and after party environment
- 4 VIP invitations including front row seating and access to one after party
- Participation in a private networking dinner with carefully selected key players from the fashion industry
- 15 % preferential rate for participation in Paris Sustainable Fashion Week 2026



LEGACY PARTNER

Includes all previous benefits, plus:

Investment: €35,000

Visibility & Branding

- Recognition as Exclusive LEGACY PARTNER of the event.
- 1-minute video of your brand played during the event .
- Full editorial feature (page in press kit with visuals + description).
- Dedicated press segment publications
- Co-branded video interview (Priscila Guedes x your brand) for FASHION TV diffusion - shared on social media.
- Logo in event videos (official aftermovie, reels).
- Branded area at the cocktail for guest reception and experience zone.



Networking & Prestige

- Invitation to a private dinner with key sustainable luxury figures.
- 20% reduction for Paris Sustainable Fashion Week.
- Option to be recognized as Dual-Year Partner (Paris + Cannes) with cross-promotion.

Experience & Activation

- Up to 6 VIP invitations (front row + Fashion TV Party - 19th May or Film Industry after party) - 20th.
- Option to host an interactive group experience during the cocktail:
- A 10-minute activity on stage / or workshop that invites guests to connect with your brand. Our team will support you to create and manage this activity.
- Possibility to showcase your pipeline project to the guests on a screen on stage
- Gift inclusion (eco booklets, fragrance, or symbolic item) in all VIP and press bags.

WHAT YOUR BRAND GAINS

- Strategic Positioning: Focus on timeless design, sustainability, and conscious luxury.
- Direct Access: Connects with international customers, designers, editors, curators, and investors.
- Premium Visual Content: Offers cinematic photography and editorial assets.
- Authentic Storytelling: Presents narratives within a respected fashion context.
- Emotional Engagement: Increases visibility among a curated, purpose-driven audience.
- Amplified Reach: Enhances brand exposure through FashionTV's extensive viewership.





PARTNERS & SUPPORTERS



OFFICIAL ANNOUNCEMENT

Cannes Sustainable Fashion Week is excited to announce the FashionTV Brasil full coverage of our movement.

FashionTV, the largest international fashion network, reaches over 500 million households in 202 countries. In Brazil, it connects with 12 million homes, linking trends and creators.

As the premier and only one providing 24-hour fashion, beauty, lifestyle, and network station for the industry, including fashion shows, backstage highlights, and more, directly from major fashion capitals like Paris and New York City, the channel is committed to our purpose.



SDG

SUSTAINABLE DEVELOPMENT GOALS

- **SDG 12 — Responsible Consumption and Production (core)**
- **SDG 8 — Decent Work and Economic Growth**
- **SDG 17 — Partnerships for the Goals**
- **SDG 5 — Gender Equality**
- **SDG 13 — Climate Action**
- **SDG 4 — Quality Education**
- **SDG 11 — Sustainable Cities and Communities**



OFFICIAL PROGRAM

19TH MAY SCHEDULE

The venue buzzes with activity, featuring morning production setups, model fittings, and rehearsals.

Afternoon content creation includes editorial shoots, designer interviews, live podcasts, and media production for STRATEGIC BUSINESS and visibility.

In the evening, a red carpet welcomes guests to “The Art of Connection” for authentic interactions, followed by our unic high fashion show, showcasing exclusive designer collections and performances.

The day concludes with the Fashion TV - Future Couture party, fostering networking in a lively atmosphere.



08:00 AM – 03:00 PM

Installation, backstage setup, fittings & rehearsals

01:00 PM – 05:15 PM

Editorial shootings & interviews Palace and Provincial Magic DIOR style gardens

05:30 PM – 06:30 PM

Red carpet & VIP sustainable cocktail “The Art of Connection” experience

06:45 PM – 8:45 PM

Runway show & performances — 6 designers

10:00 PM – 01:30 AM

FASHION TV - Future Couture Party & networking

OFFICIAL PROGRAM

BUSINESS DAY

A full day focused on business and high-level connections in fashion and cinema includes:

- A curated showroom for designers to meet buyers, stylists, customers, and investors.
- Workshops on sustainable production, financing, brand positioning, and visibility.
- **A private VIP networking lunch to enhance strategic business connections.**
- An afternoon red carpet and sustainable cocktail event.
- Evening presentations highlighting fashion and cinema intersections.

The day concludes with a networking party titled “The Film Industry Meets High Fashion.”



20TH MAY SCHEDULE

08:00 AM – 10:30 AM

Installation, showroom setup & final preparations

11:00 AM – 01:30 PM

Showroom STARTS & private meetings

Workshops & closed-door sessions

01:30 PM – 03:00 PM

Talks, Panels, Intelligent Connections, Business Matchmaking

03:30 PM – 05:00 PM

Red carpet & VIP sustainable cocktail

05:15 PM – 07:00 PM

Talks - Fashion meets film

7:00 PM Showroom ENDS

10:30 PM – 02:00 AM

THE FILM INDUSTRY MEETS HIGH FASHION



Priscila Guedes is the founder and creative director of Cannes and Paris Sustainable Fashion Weeks and was named Sustainable Fashion Ambassador for Saison France–Brésil 2025 by the French government. Starting her career as a model at 16, she studied at the National School of Fine Arts and expanded into cinema, earning 11 international awards for her recent work. Priscila's innovative approach combines fashion and film, promoting sustainability through human values like respect, awareness, and ethics.



FOUNDER & DIRECTION



JOIN US!

THANKS

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