

## Mercedes-Benz Named Exclusive Mobility Partner for Paris Fashion Week

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The **Fédération de la Haute Couture et de la Mode (FHCM)** and **Mercedes-Benz** have formalized a strategic partnership naming the German automotive brand as the **exclusive mobility partner** for **Paris Fashion Week** throughout 2026. The announcement was confirmed in a joint release highlighting Mercedes-Benz's role in providing premium transportation services to guests and participants across all fashion week events.

### Coverage Across All 2026 Seasons

Under the agreement, **Mercedes-Benz will supply a fleet of varied vehicle models** to support arrivals, departures, and in-city mobility for key fashion industry figures including designers, editors, buyers, and VIP guests. This partnership spans all **six official fashion week segments** in Paris, including two Haute Couture weeks, two women's ready-to-wear weeks and two menswear seasons.

The collaboration will **begin with Paris Fashion Week Men's** (Fall/Winter 2026-27), scheduled for **January 20–25**, and continue through the year with subsequent seasons in **Haute Couture, women's ready-to-wear and additional menswear showcases**.

### Strategic Shift

Mercedes-Benz replaces **French automaker Citroën**, which for recent seasons provided mobility support with its DS series vehicles. The new partnership represents a shift toward a mobility experience that aligns with the luxury narrative and global stature of Paris Fashion Week as a premier event on the fashion calendar.

### A Long-Standing Fashion Industry Presence

Though this marks **Mercedes-Benz's first official mobility partnership in Paris**, the brand has a long history of involvement in global fashion events and runway seasons. Since the mid-1990s, it has established itself as a notable player in the **international fashion sphere**, contributing mobility and sponsorships at fashion weeks and industry happenings worldwide.

According to the company, the partnership will provide guests with a **premium, comfortable and secure travel experience**, reinforcing Mercedes-Benz's "Welcome home" ethos while supporting the dynamism and pace of fashion week schedules.

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