

Swann Awards 2026

Cannes Film Festival
May, Wednesday 20th, 2026 - Hôtel Majestic Barrière



THE SWANN AWARDS FOR ELEGANCE

As the world's third-largest media event, the Cannes Film Festival captivates global audiences with its prestige, international stature, and unmatched visibility.

The Swann Awards celebrate a certain art de vivre and understated glamour, honoring all expressions of elegance: sartorial, behavioral, and cultural.

Beyond questions of style and dress, the elegance rewarded by the Swann Awards is a way of moving through the world with grace, tact, and finesse, expressed through personal conduct as much as appearance: a quiet depth in a world of excess and haste.

At the Majestic Barrière hotel, the Swann Awards will bring together the ten most elegant men in the world on Wednesday, May 20, 2026.

They will honor personalities from the worlds of cinema, literature, TV and print media, gastronomy, business, sports, and hospitality.

After a cocktail reception on the hotel's pontoon, the evening will feature an awards ceremony, a gourmet dinner and an auction in aid of charity, co-hosted by Yves Denis, founder of the Swann Awards, and a renowned TV presenter. It will highlight the ecological virtues of slow fashion, the transmission of craftsmanship and eco-responsible manufacturing.

The event will be promoted by the magazine press and major influencers in the field.



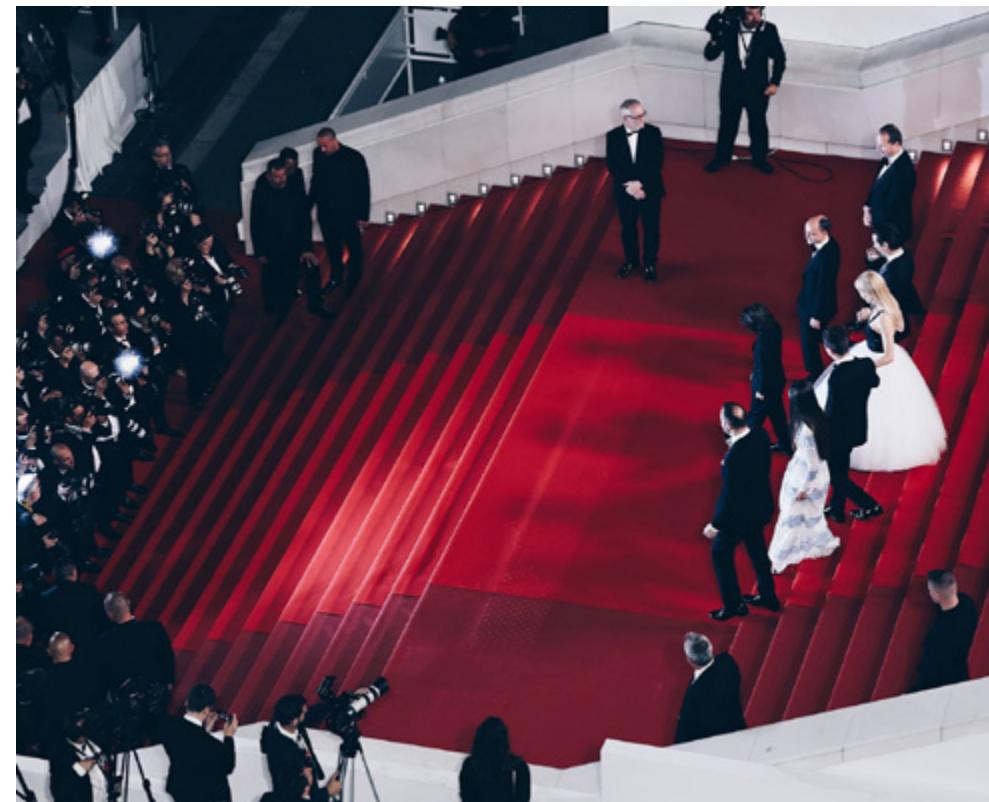
THE CANNES FILM FESTIVAL



The 79th edition of the Festival will be held from May 12 to 23, 2026

A jewel in the global cultural calendar, the Cannes Film Festival generated an estimated \$1.1 billion in exposure in 2025 and, with more than 5,000 journalists representing 90 countries, remains the event where the world converges to celebrate talent and style.

In this incomparable setting, the Swann Awards find a natural showcase to honor elegance in all its forms.



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THE MAJESTIC BARRIÈRE HOTEL



A timeless symbol of the Croisette

With its Art Deco style, the white façade of the Majestic Barrière hotel has been a landmark on the Croisette since 1926, long before the Palais des Festivals was built, of which it is the closest building.

A prestigious hotel with a global reputation, it has been one of the essential meeting places for festival-goers and the world of cinema for almost 80 years. It has the largest beach on the Croisette and a pontoon where the cocktail party and after-party for the Swann Awards will take place.

By hosting these events, the Majestic Barrière is not creating a break with tradition: it is continuing it. It is a tradition of places that know how to recognize, celebrate, and magnify the women and men who, by their mere presence, give a different tone to the space.



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THE EVENING PROGRAM

The evening will be divided into four parts:

- The cocktail reception
- The gala dinner and awards ceremony
- The auction
- The after-party

Eight distinct categories highlight different facets of elegance and expertise, rewarding a company, brand, or individual for their exceptional contributions.

- Professions of elegance
- Cinema
- Literature
- Professions of the art of living
- Excellence & Innovation
- Press & Influencers
- Eco-Friendly
- Majestic Award

Limited to 250 guests, the event is an exceptional opportunity for exposure, influence, and high-level networking. A not-to-be-missed occasion to showcase excellence through achievements, expertise, and innovation.

An unmissable event for promoting achievements, expertise and successes that represent excellence.

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PARTNERSHIPS



A unique opportunity for sponsors

Invite your most valued clients to an unforgettable evening at the heart of the Cannes Film Festival, where they will rub shoulders with iconic figures from the worlds of cinema, elegance, lifestyle and business.

Associate your brand with an event that embodies excellence and prestige.

Why sponsor the 2026 Swann Awards?

- **International visibility:** reach a global audience thanks to massive media coverage and live broadcast.
- **Exclusivity:** associate your brand with a unique event, bringing together influential personalities in a prestigious setting.
- **Commitment:** support a charity through auctions and the promotion of slow fashion.
- **Networking:** offer your clients a memorable experience at the heart of the Cannes Film Festival, in the company of the elite of elegance and cinema.

Contact us now to become a partner of the 2026 Swann Awards and shine at the heart of the most elegant event of the Cannes Film Festival!

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SPONSORING



MAIN FORMS OF VISIBILITY

Direct visibility (during the event)

- Logo on media: photocall, invitations, posters, kakemonos, programmes, screens, etc.
- Presence on stage: verbal mention of the sponsor by the host, broadcast of a video clip.
- Stand or corner: dedicated space to present products/services.
- Distribution: samples, goodies, brochures, bags for guests.

Digital visibility

- Event website: logo and clickable link.
- Social media: dedicated posts before, during and after the event (mentions, stories, sponsored hashtags).
- Newsletter/email campaigns: promotion of the sponsor in official communications.
- Live streaming: insertion of the logo as an overlay or in the credits.

Post-event visibility

- Impact report: sending of a report with figures (number of participants, online views, press coverage) highlighting the support provided.
- Press & media: mention of the sponsor in press releases and media kits.
- Photos and videos: broadcast with the sponsor's logo visible.

SPONSORING



MAIN FORMS OF VISIBILITY

Experience and public relations

- VIP invitations: privileged access for clients, partners or employees. Possibility of access aboard a mega yacht (over 60m) from Italian Sea Group.
- Speeches: opportunity for a representative of the sponsor to speak (e.g. speech, award ceremony).
- Hospitality: private lounge in a suite at the Majestic, cocktail party, VIP dinner and after-party in the sponsor's name.
- B2B meetings: networking with other partners, institutions or personalities in attendance.

Premium visibility

- Cover story in Dandy magazine.
- Editorial in Dandy magazine.
- Exclusive naming: 'Event X presented by [sponsor's name] '.
- Sponsorship of a space or a highlight.
- Immersive experience: augmented reality, photo booth, branded workshop.
- Elegant product placement (e.g. sponsored champagne, VIP transfer vehicles, personalised decorative items, etc.).

Possibility of offering gifts to guests or for our auctions.

PARTICIPATION ONLY

COCKTAIL + DINNER + AFTER

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1 TABLE
=
10 PLACES



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PARIS - Automobile Club de France

© @thestoryalist



Lorenzo and Massimo Cifonelli, tailors



Ardavan Amir-Aslani, lawyer



Jean-Daniel Lorieux, photographer



Paul Feig, director



FLORENCE - Four Seasons Hotel

© @lentzwill

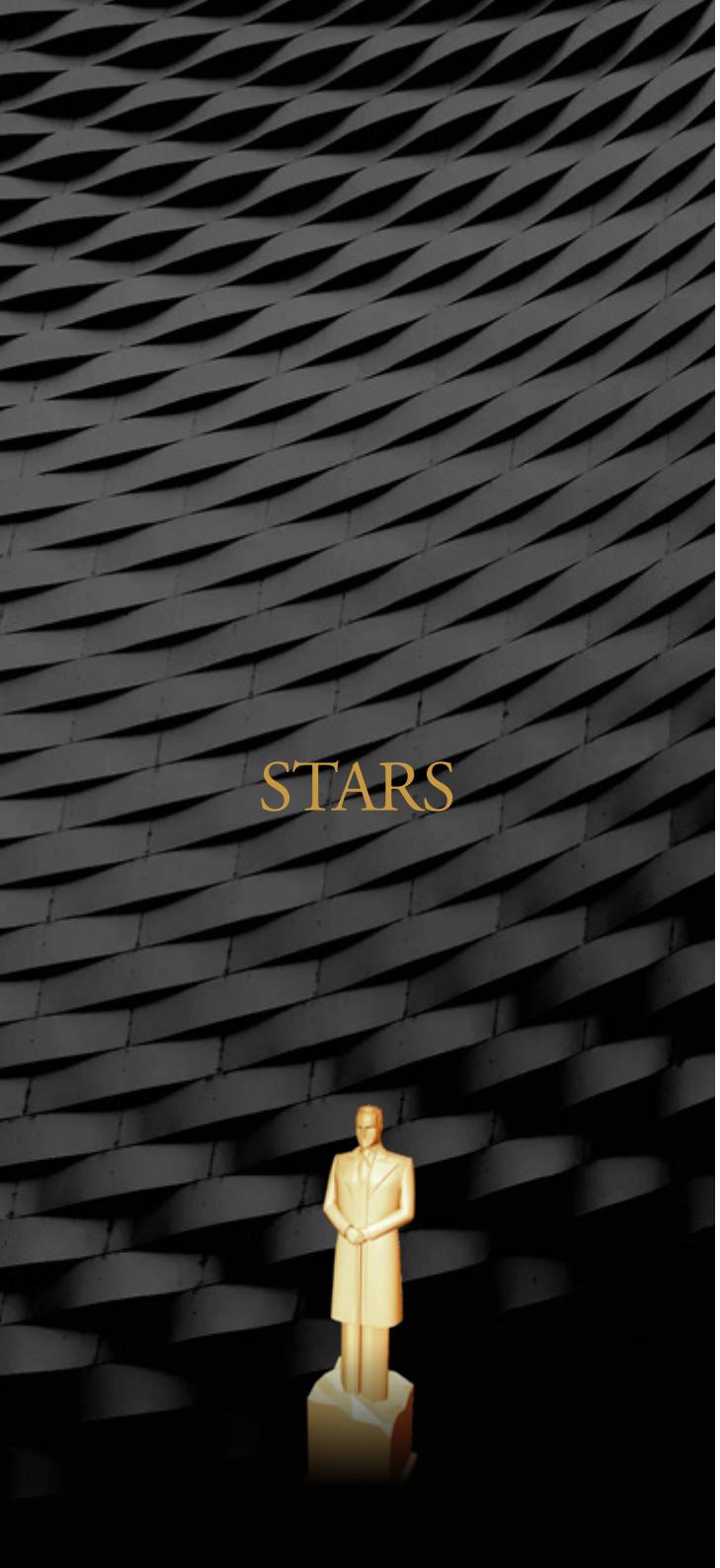


Yves Denis et Janet de Nardis

Massimiliano Mocchia di Coggiola

Filippo et Niccolò Ricci





STARS

Stars love Dandy magazine: a question of style

Twenty-three years, Dandy has established itself as a discreet companion found in the hands of screen icons, in the bustle of festival backstages, or in the hushed quiet of a hotel suite. It is a magazine where refinement is neither a costume nor a role, but a way of entering the frame: as precise as a close-up, as fluid as a tracking shot, as daring as a stolen scene. Guided by the vision of its creator, Yves Denis, Dandy has developed a singular identity: an eye as sharp as a cinema lens, animated by subtle irreverence and a taste for details that only truly attentive minds can perceive – those tiny sparks that turn a story into an unforgettable moment.

In that same spirit the Swann Awards were born, imagined by their founder as the natural extension of the magazine's universe, but transposed this time onto the glow of a red carpet. This distinction celebrates everything Dandy has upheld with unwavering conviction: refined simplicity, an attitude that never deceives and that sovereign lightness capable of standing firm amid the turbulence of the world.

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