

AUTOMOTIVE

Mercedes-Benz signs on as FHCM partner

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The brand is now the exclusive mobility partner of Paris Fashion Week and Haute Couture Week. Image credit: Mercedes-Benz

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

German automaker **Mercedes-Benz** is beginning a new collaboration.

The company has announced a partnership with The Fdration de la Haute Couture et de la Mode (FHCM). Throughout 2026, the luxury automotive label will serve as the exclusive mobility partner of Paris Fashion Week and Haute Couture Week, appearing at six major seasonal events.

Making moves

Mercedes-Benz will make its debut as an FHCM partner later this month during the Paris Fashion Week fall/winter 2026-2027 menswear showcase.

Kicking off on Jan. 20, the automaker will provide a fleet of high-end vehicles to transport guests between various runway shows. The activation will continue into the women's portion of the biannual ready-to-wear program, as well as the two editions of Haute Couture Week, the first of which begins on Jan. 26.



Mercedes-Benz is expanding its global cultural presence and interactions with the fashion industry through the collaboration. Image credit: Mercedes-Benz

FHCM presents its crossover with Mercedes-Benz as a wellness initiative that will give its clientele a "safe space" from the hustle and bustle of city-spanning gatherings.

In recent months, Mercedes-Benz has remained active in international cultural circles, signing on as the premier partner and

exclusive automobile partner of the Women's Tennis Association, beginning with the 2026 season ([see story](#)).

Meanwhile, the company is undergoing a creative transformation, as longtime chief design officer Gordon Wagener is set to depart the automaker on Jan. 31; a successor has yet to be named ([see story](#)).

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