

SPORTS

# Louis Vuitton, Formula 1 kick off 2026 season

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*The pre-season launch imagery includes a shot of all 22 drivers in Bahrain during the testing session. Image courtesy of Louis Vuitton*

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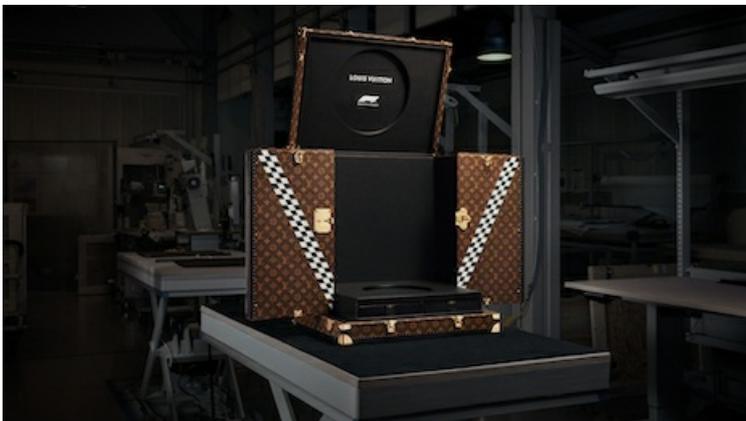
French fashion house **Louis Vuitton** is starting the second year of its decade-long official partnership with Formula 1.

Throughout the 2026 season, Louis Vuitton will accompany the championship around the world in order to present trophies in the signature monogram trunks at all 24 Grand Prix ceremonies. The first competing event of the season will be the F1 Qatar Airways Australian Grand Prix 2026, beginning on March 6.

## **New rules and regulations**

To start the season, Louis Vuitton collaborated on the sporting event's pre-season photo shoot, which saw all 22 drivers from the 11 teams photographed in Bahrain during the testing session.

As part of Louis Vuitton's expanded role with F1, it will act as the title partner for the Monaco Grand Prix ([see story](#)). In addition, throughout the season, the partnership between the maison and F1 will come to life trackside, where specifically designed signage and branding will be on display.



*This season introduces a sea of new regulatory changes for the competition. Image courtesy of Louis Vuitton*

Over the season, all 24 Louis Vuitton F1 Trophy Trunks will travel with the championship.

The 2026 season marks the introduction of sweeping regulatory changes for the sporting event, including the inclusion of smaller, lighter vehicles powered by hybrid engines that utilize sustainable fuel.

New teams, including the Cadillac F1 Team and Audi Revolut F1 Team, will make their debut on the track. In addition, the championship calendar is being extended this year as Madrid will host its first-ever Grand Prix, beginning on Sept. 11.

In February, Louis Vuitton tapped French pastry chef Maxime Frdric for an edible Easter-themed collaboration ([see story](#)).

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