

# Kévin Germanier's Haute Couture Poster for the 60<sup>th</sup> Edition of the Montreux Jazz Festival

Swiss fashion designer Kévin Germanier has created the poster for the 60<sup>th</sup> Montreux Jazz Festival, taking place from 3 to 18 July 2026. Designed like an haute couture piece, the sensational work is the first embroidered poster in the Festival's history.



Fittingly flamboyant, the Montreux Jazz Festival struts into its 60<sup>th</sup> year with an haute couture creation, making Kévin Germanier the first fashion designer to create an official Festival poster. Originally from Valais, Switzerland, and now based in Paris, the designer has become one of the most sought after talents on the international scene. He has dressed Björk, Beyoncé and Lady Gaga, and designed the costumes for the Opening and Closing Ceremonies of the Paris 2024 Olympic Games, as well as the 2025 Eurovision Song Contest held in Basel.

*"Right away, I knew that I wanted to embroider the poster, treating it like one of my haute couture pieces. The challenge was to recreate the illusion of a three-dimensional artwork. To achieve this result, six people were embroidering at the same time. It's a true technical feat – a kind of organised chaos."* – Kévin Germanier

## A piece composed of 60,000 beads and sequins

Emanating opulence, the beauty of the piece is revealed in its rich details. True to his signature upcycling approach, Kévin Germanier created the entire poster from recycled materials drawn from his previous collections. More than 60,000 sequins and beads in glass, wood, and plastic have been meticulously hand-embroidered onto a velvet backdrop. Wool and even fragments of electrical tubing can also be found woven into the work. This explosion of colour stands out even more vividly against a deep black background.

## Inspired by Jean Tinguely

For inspiration, Kévin Germanier immersed himself in music. He also delved into the Festival's historic poster archive, aiming to honour its legacy while leaving his own creative mark. The designer defined a preferred colour palette, then completed the first sketches by hand. He particularly found inspiration in Jean Tinguely's poster, echoed in his own choice of colour, dark background, and even the feather motif.

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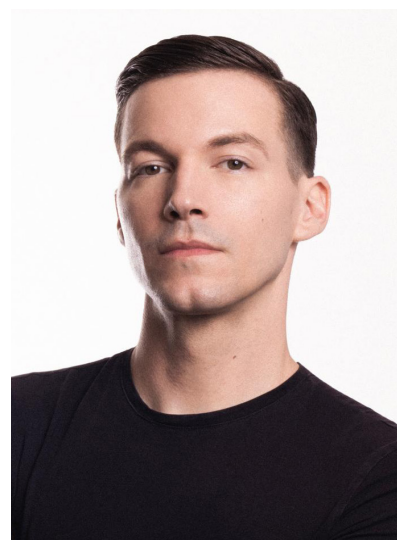
***"My favourite posters represent the Festival in a way that isn't literal. Music isn't just a saxophone or a guitar; it's a feeling. I tried to capture that explosion, that emotion that makes your body sway and your heart stir. I wanted something generous, dynamic and vibrant."** — Kévin Germanier*

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The original artwork will be displayed at **MUDAC** in Lausanne as part of Kévin Germanier's exhibition "Les Monstrueuses. Carte blanche à Kévin Germanier", from **7 November 2025 to 22 March 2026**. It will then be exhibited at the Montreux Jazz Shop from 3 to 18 July 2026.

## About Kévin Germanier

Originally from Granges, in the canton of Valais, Kévin Germanier is recognized as one of the most distinctive voices in international fashion. A graduate of the prestigious Central Saint Martins in London, he founded his eponymous label in Paris in 2018, following a period at Louis Vuitton. His explosive and conscious universe challenges conventions: blending haute couture with environmental responsibility, Germanier embodies a new era of sustainable luxury. By repurposing discarded materials — beads, crystals, feathers, or fabric scraps — he has created a spectacular, sensual, and boldly colorful visual language. Since founding his brand, Kévin Germanier has been embraced by major artists such as Lady Gaga, Björk, Taylor Swift, Sunmi, and TWICE. His talent extends far beyond the runway, with commissions including the Paris 2024 Olympic Games ceremonies and the 2025 Eurovision Song Contest.



## A heritage for the arts since 1967

Since its beginnings, the Montreux Jazz Festival has given Swiss and international artists carte blanche to design its official poster. In 1982, Jean Tinguely left his indelible mark, creating the unmistakable logo still used for the Festival today. In 1983, Keith Haring designed three versions, later collaborating with Andy Warhol in 1986. David Bowie made his contribution in 1995, followed in recent years by Yoann Lemoine (Woodkid), Malika Favre, Christian Marclay, Ignasi Monreal, JR, and Rylsee.

### PRESS AREA

[www.montreuxjazzfestival.com/en/press](http://www.montreuxjazzfestival.com/en/press)

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