

SPONSORSHIP DOSSIER



PERU FOR THE WORLD

Lima · Cusco · Urubamba 2026

FASHION · CULTURE · TOURISM · HERITAGE · BUSINESS

NOVEMBER 2026 · 3 PHASES · AN INTERNATIONAL EXPERIENCE

INSTITUTIONAL BACKING AND ALLIANCES



ENDORSED BY



Peru as the world's stage

Peru for the World – Lima · Cusco 2026 turns our destinations, heritage and culture into the stage for an international fashion, communication and business experience. A platform that brings together international fashion, culture and heritage, premium tourism, networking, editorial production and audiovisual content.

The goal: to position Peru as a destination capable of generating high-value international experiences.

IT IS NOT JUST A RUNWAY. IT IS AN INTERNATIONAL PRODUCTION.

International runways

Photographic production

Fashion films

Business roundtables

Editorial production

International Gala

02

CITIES

03

PHASES

08

DAYS

01

NARRATIVE

Fashion will be the vehicle to show the world the richness of Peru.



Two cities, three phases, one single narrative

Eight days of continuous programming, from the country's political and commercial capital to the heart of Andean heritage: Lima opens the program and Cusco hosts the two phases that follow.



PHASE 1 · LIMA — 1 DAY (22)

Launch, institutional platform and international projection

Official presentation of the program and press conference. This is the phase of articulation with the State, the diplomatic corps, the specialized press and the buyers who will accompany the entire journey.



PHASE 2 · CUSCO — URUBAMBA — 3 DAYS (24-25-26)

Fashion, culture, heritage and editorial production

Peru's historic capital becomes a production set. Runways in heritage settings, participation of artisan communities and editorial and audiovisual documentation of the region's tangible and intangible heritage, networking and shooting.



PHASE 3 · CUSCO — 3 DAYS (27-28-29)

High fashion, iconic settings and International Gala

The program closes in the region's most emblematic archaeological and scenic settings: Grand International Runway, Gala with protocol presence and the imagery that will later travel through media, embassies and industry fairs, networking, shooting and closing cocktail.

The destination
BECOMES THE STAGE

The collection
BECOMES CONTENT

The content
BECOMES PROMOTION

Cultural diplomacy, nation brand and strategic impact

The project goes beyond the structure of a conventional fashion event: it is conceived as a platform for cultural diplomacy, nation brand and strategic socioeconomic impact, built on five core pillars.

1 Haute couture and textile identity

It raises ancestral techniques, native materials —alpaca fiber, Pima cotton— and contemporary design to the same level as the great global luxury houses.

2 Internationalization of designers and artisans

A travelling commercial bridge that projects local talent towards the United States, Europe and the Middle East: alliances, co-creations and coverage in specialized media.

3 Gastronomic, artistic and tourism synergy

It brings together fine dining and contemporary art in an immersive experience that boosts luxury tourism in destinations such as Lima, Cusco and Urubamba.

4 Heritage preservation and social responsibility

It gives visibility and fair commercial value to the work of the artisan communities of Cusco and the Sacred Valley, under a sustainable development model.

5 Corporate alliances and investment

A framework of prestige to attract luxury brands, global sponsors and embassies linked to causes of cultural impact and economic development.

Cultural diplomacy. Nation brand. Impact that goes beyond the runway.

Names that generate visibility

The program's international line-up ensures specialized media coverage and the presence of figures with global projection in each of the three phases.



INTERNATIONAL HAUTE COUTURE DESIGNER

Giannina Azar

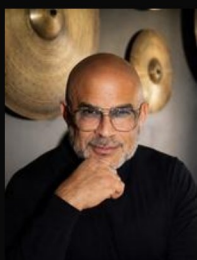
Haute couture, glamour, craftsmanship and beadwork with a Latin American identity. Prestige, spectacle and international projection for the collections presented in the program.



PERUVIAN DESIGNER WITH AN ESTABLISHED INTERNATIONAL CAREER

Rosario De Armenteras Vukanovich

One of the most representative and influential haute couture designers in Peru, with a professional career spanning more than forty years in the fashion industry.



CREATIVE DIRECTOR · PHOTOGRAPHER AND VISUAL DIRECTOR

Ezequiel De La Rosa

An international career in fashion, editorials and celebrity portraits. Founder and Editor-in-Chief of *jez Magazine*. In Peru for the World 2026 he takes part in the creative direction and leads the photographic and audiovisual vision of the project.

+ INTERNATIONAL DESIGNERS · + PERUVIAN TALENT
+ MODELS AND INDUSTRY PROFESSIONALS

Contemporary art & signature cuisine



Álvaro Peña & Miguel Ángel Mateos Robles

An international duo of artist and chef

Álvaro Peña contributes a body of painting and sculpture that forms the visual axis of the experience; Miguel Ángel Mateos Robles, a renowned Spanish chef, leads the gastronomic experience and the high-end cocktail programme of the project.

INTERNATIONAL CREATIVE DIRECTION

The voice behind the project



Malú Ortega

Malu Ortega Production, LLC · Luxury · Culture · Nation brand · Premium tourism

She leads the creative line of **Peru for the World**, the curation of international talent and the general production of the program across its three phases. She develops high-impact platforms that connect fashion, destinations, culture and international relations, with productions in Paris, Ibiza, Monaco, Miami and Cusco.

"Where culture becomes luxury, and luxury becomes legacy."

PARIS · IBIZA · MONACO · MIAMI · CUSCO · NOW, PERU

PRODUCTION STRUCTURE

INTERNATIONAL CREATIVE DIRECTION

Malu Ortega Production,
LLC

PRODUCTION AND COORDINATION IN PERU

En FA Producciones

CORPORATE BACKING

JJ Mining Solutions S.A.C.

Culture, art, gastronomy and communication: an ecosystem of shared prestige.



A platform with an international track record

Paris

Fashion Week · Editorial production · Peruvian collections

Ibiza

Bridal Fashion Week · International designers

Cusco

Heritage runways · Audiovisual production · Press

Monaco

Haute couture · Public relations · Celebrities

Miami

Fashion · Art · Culture · Sustainability

Now: Peru for the World — Lima · Cusco 2026

CONTENT THAT TRAVELS

From Peru to the world

The collections will be photographed and filmed in heritage settings, natural landscapes, emblematic architecture and archaeological sites in Lima, Cusco and Urubamba.

The destination becomes the stage.

The collection becomes content.

The content becomes promotion.

Runways that already travelled the world

A real record of our productions in heritage settings and international luxury experiences.



CUSCO · RUNWAYS IN HERITAGE SETTINGS



IBIZA · BRIDAL FASHION WEEK



LIMA – CUSCO 2026 · ART DIRECTION OF THE PROGRAM

Heritage settings, international talent and a proven production.

Your brand joins a circuit that is already in motion

International galas, runways and pageants produced by our team, together with sponsoring brands, specialized press and global talent.



INTERNATIONAL GALA
FASHION, GASTRONOMY AND BRANDS



RUNWAY WITH
SPONSOR WALL



INTERNATIONAL PAGEANT



ART AND FASHION · COLLECTION
PRESENTATION IN GALLERY



RUNWAY DIRECTION



PAGEANT PRODUCTION
TEAM AND TALENT

OWN PRODUCTIONS · PARIS · IBIZA · MONACO · MIAMI · CUSCO

Five cities. One same production. Now, Peru.

From backstage to the business table

Editorial production, international tourism fairs, press and talent: the operation that is working today for Peru for the World · Lima – Cusco 2026.



BACKSTAGE WITH THE TALENT



PRODUCTION ON LOCATION · CUSCO

INTERNATIONAL TALENT
AND DESIGNERS

EDITORIAL WITH PREMIUM BRANDS



EDITORIAL PRODUCTION · SHOOTING



FASHION DIRECTION

Every photograph is an active relationship working today for Peru.

We do not ask you to imagine the result. We show you the record.

Your brand does not just appear. It becomes part of the experience.

Visibility

Logo and institutional presence throughout the program.

Content

Photography, video and editorial production of international standard.

Experience

Activations and product presentations on location.

Relationships

Networking with strategic players in the sector.

Hospitality

Exclusive guests, clients and brand representatives.

Positioning

Association with fashion, culture, heritage and tourism.

Activations

Stands, launches and VIP experiences.

Press

National and international coverage, during and after the event.

STRATEGIC NETWORKING WITH

Entrepreneurs · Investors · Authorities · Designers · Buyers · Media · Tourism
representatives · Institutional leaders

From logo to experience. From experience to recall.



International editorial production

The collections will be photographed and filmed in heritage settings, natural landscapes, emblematic architecture and archaeological sites. The material produced is transferred to the State and to the participating sectors for their own promotion.

Fashion editorials

Publications in specialized international media.

Fashion films

Signature pieces shot in the destinations of the program.

Promotional videos

Destination material for promotional campaigns.

Digital content

Pieces for the platforms and social media of the partners.

Product record

Photography and audiovisual of product and collection.

Distribution

National and international coverage during and after the event.

MEASUREMENT OF RESULTS

The 2026 edition establishes the baseline indicators of the program. At the close, each sector receives a report with the results of its component.

REACH INDICATORS

- ◆ Coverage in national and international media.
- ◆ Digital and editorial content generated.
- ◆ Delegations, press and international guests received.

IMPACT INDICATORS

- ◆ Producers, MSMEs, artisans and participating communities.
- ◆ International buyers and commercial contacts generated.

An experience ends; quality content keeps communicating for months.

General production and coordination in Peru

On-site execution is handled by the Peruvian production team: general coordination, venue logistics, articulation with local partners and direct support for the authorities and sponsors in Lima, Cusco and Urubamba.



Fiorella Basadre

PERU · PRODUCTION

+51 952 899 992



Ángela Ascuña

PERU · PRODUCTION

+51 992 745 757

GENERAL COORDINATION · VENUE LOGISTICS · ALLIANCES · SPONSOR SUPPORT

PRODUCTION IN PERU



A team that makes every detail possible on location.



Peru has the stage.
Your brand can be part of the story.

PERU FOR THE WORLD · LIMA – CUSCO 2026

OFFICIAL WEBSITE

peruparaelmundocusco.com

BECOME A SPONSOR

peruparaelmundooficial@gmail.com

Malu Ortega Production, LLC
International Creative Direction and Production
+34 687 45 33 84
maluortegallc@gmail.com

En FA Producciones
General Production and Coordination
+51 952 899 992 · +51 992 745 757
peruparaelmundooficial@gmail.com

INSTITUTIONAL BACKING AND ALLIANCES



PARTNER BRANDS AND MEDIA



PERU FOR THE WORLD · LIMA – CUSCO 2026

Official Sponsors

The partners behind the 2026 edition.



CHASKA TOURS

Alliances that turn a destination into a stage.

EN FA PRODUCCIONES · MALU ORTEGA PRODUCTION, LLC

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