

SPONSORSHIP DOSSIER



PERU FOR THE WORLD

Lima · Cusco · Urubamba 2026

FASHION · CULTURE · TOURISM · HERITAGE · BUSINESS

NOVEMBER 2026 · 3 PHASES · AN INTERNATIONAL EXPERIENCE

INSTITUTIONAL SUPPORT & PARTNERSHIPS



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 experience of fashion, communication and business. 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'S NOT JUST A RUNWAY. IT'S AN INTERNATIONAL PRODUCTION.

International runways

Photo 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 its Andean heritage: Lima opens the program and Cusco hosts the two following phases.

◆ 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 engagement 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 photo shoots.

◆ PHASE 3 · CUSCO — 3 DAYS (27-28-29)

High fashion, iconic settings and International Gala

The program closes in the region's most iconic archaeological and landscape settings: Grand International Runway, a Gala with official protocol presence and the image that will later travel through media, embassies and industry fairs, networking, photo shoots and a closing cocktail.

The destination

BECOMES THE STAGE

The collection

BECOMES CONTENT

The content

BECOMES PROMOTION

Cultural diplomacy, country brand and strategic impact

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

1

Haute couture and textile identity

Elevates ancestral techniques, native materials —alpaca fiber, Pima cotton— and contemporary design to the level of the great global luxury houses.

2

Internationalization of designers and artisans

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

3

Gastronomic, artistic and tourism synergy

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

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 partnerships and investment

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

Cultural diplomacy. Country brand. Impact beyond the runway.

Names that generate visibility

The program's international call ensures coverage by specialized media and the presence of figures with global reach 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 of more than forty years in the fashion industry.



MEXICAN DESIGN AND HIGH FASHION HOUSE · MEXICO

Pineda Covalín

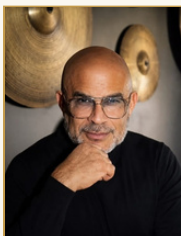
A renowned Mexican design house founded in 1996 by designers Cristina Pineda and Ricardo Covalín. It transforms Mexico's cultural richness into garments, accessories and luxury pieces inspired by its art, nature, history and traditions. Its proposal blends identity, color and contemporary elegance, bringing the essence of Mexico to international stages and turning each design into an expression of culture and sophistication.



Cristina Pineda



Ricardo Covalín



CREATIVE DIRECTOR · PHOTOGRAPHER AND VISUAL DIRECTOR

Ezequiel De La Rosa

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

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

An international editorial showcase



Lifestyle Plus Magazine is an international magazine specializing in fashion, beauty, celebrities, art, culture, entertainment and lifestyle. It aims to highlight creative talent through editorial features, interviews, photo shoots, events and promotional platforms for models, designers, artists and personalities from different fields.

With a digital presence and an international outlook, the brand champions image, creativity and the projection of new talent, connecting the world of fashion with entertainment and business. Its offering also includes modeling workshops and professional photography experiences.

Lifestyle Plus Magazine is a showcase of expression, elegance and visibility for those seeking to project their image and develop opportunities within the creative industry and the international lifestyle scene.



CEO · LIFESTYLE PLUS MAGAZINE

WOLFSTAR

At the helm of the magazine, he leads its editorial line and international reach, bringing editorial coverage and visibility across the fashion, entertainment and lifestyle circuit to Peru for the World.

Contemporary art & signature cuisine



Álvaro Peña & Miguel Ángel Mateos Robles

International artist and chef duo

Álvaro Peña contributes a body of painting and sculpture that forms the visual centerpiece of the experience; Miguel Ángel Mateos Robles, a renowned Spanish chef, leads the program's gastronomic experience and high-end mixology.

INTERNATIONAL CREATIVE DIRECTION

The voice behind the project



Malú Ortega

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

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

THE CONTENT THAT TRAVELS

From Peru to the world

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

The destination becomes the stage.

The collection becomes content.

The content becomes promotion.

Runways that have already toured 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 · PROGRAM ART DIRECTION

Heritage settings, international talent and a proven production.

Your brand joins a circuit that is already in motion

Galas, runways and international pageants produced by our team, alongside 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 A GALLERY



RUNWAY DIRECTION



PAGEANT PRODUCTION
TEAM AND TALENT

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

Five cities. One production. Now, Peru.

From backstage to the business table

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



BACKSTAGE WITH THE TALENT



ON-SITE PRODUCTION · CUSCO



INTERNATIONAL TALENT
AND DESIGNERS



EDITORIAL WITH PREMIUM BRANDS



EDITORIAL PRODUCTION · PHOTO
SHOOT



FASHION DIRECTION

Every photograph is an active relationship now working for Peru.

We don't ask you to imagine the result. We show you our track record.

Your brand doesn't just appear. It becomes part of the experience.

Visibility

Logo and institutional presence in the program.

Content

Photography, video and editorial production at an international level.

Experience

Activations and product presentations on location.

Relationships

Networking with key 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

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

From logo to experience. From experience to brand recall.



International editorial production

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

Fashion editorials

Publications in specialized international media.

Fashion films

Signature pieces shot in the program's destinations.

Promotional videos

Destination footage for promotional campaigns.

Digital content

Content for partners' platforms and social media.

Product showcase

Photography and video of products and collections.

Outreach

National and international coverage during and after the event.

MEASURING RESULTS

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

REACH INDICATORS

- ◆ National and international media coverage.
- ◆ Digital and editorial content generated.
- ◆ Delegations, press and international guests received.

IMPACT INDICATORS

- ◆ Participating producers, MSMEs, artisans and communities.
- ◆ International buyers and business contacts generated.

An experience ends; quality content keeps communicating for months.

General production and coordination in Peru

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



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GENERAL COORDINATION · VENUE LOGISTICS · PARTNERSHIPS · SPONSOR RELATIONS

PRODUCTION IN PERU



A team that makes every detail possible on site.



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

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INSTITUTIONAL SUPPORT & PARTNERSHIPS



PARTNER BRANDS AND MEDIA

