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CONTEMPORARY STYLE MEDIA

THE REFERENCE BRAND FOR FASHION AND LUXURY FOR THE MODERN MAN

Having become in just two years the new benchmark in men's fashion press, ICON France continues its journey driven by the same motivation: to define the contours of the contemporary man : curious, positive, open-minded, and forward-looking.

Fashion, culture, sports, society, wellness, technology... today's man, according to ICON, dares to question his style as much as his lifestyle and place in the world.

Surrounded by top photographers, stylists, and journalists, ICON France will continue this year to explore all facets of modern masculinity, with boldness and care.

Supported by the trust of readers and industry professionals and guided by the intuition that many areas and personalities remain to be discovered, ICON France will publish no fewer than four issues in 2026, in addition to a wealth of content and videos on its social media channels.

With ICON France, choose the destination of the future!