



 Miss
France
2026
Hinaupoko Devèze

WHAT'S NEW 2026

MISS FRANCE 2026 CAMPAIGN

*Festina unveils the first visuals
of its new campaign, starring Hinaupoko Devèze,
crowned Miss France 2026.*

This collaboration embodies elegance, modernity, and the ability of time to reveal life's most meaningful moments.

FESTINA REAFFIRMS ITS SIGNATURE: TIME WITH STYLE.

The watchmaking brand invites us on a timeless journey, where each minute becomes a moment of escape, celebrating dynamism, discovery, and freedom.

The first visuals feature **Hinaupoko Devèze** in striking settings that blend artistic sophistication with radiant nature—a subtle tribute to her roots in French Polynesia. She perfectly embodies the brand's core values: precision and emotion. **Miss France 2026** brings her natural charisma and unique gaze to iconic watch creations.

Each image highlights the subtle dialogue between the watch and the woman who wears it, transforming time into an intimate and universal language. This campaign continues the **enduring collaboration between Festina and Miss France**, a partnership built on excellence, tradition, and influence.



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About Festina

Founded in 1902, **Festina** is an international reference in watchmaking. Combining expertise, innovation, and design, the brand accompanies life's key moments with timepieces that are both accessible and iconic.