

**A N D A M
F A S H I O N A W A R D
2 0 1 6**

PRESS RELEASE
FRIDAY, JULY 1RD, 2016

ANDAM ANNOUNCE ITS 2016 WINNERS

Founded in 1989 by Nathalie Dufour, under the initiative of the French ministry of Culture and the DEFI, ANDAM (National Association for the Development of the Fashion Arts) seeks, in the words of its president M. Pierre Bergé, "through its awards and thanks to the coordination of the major actors of the fashion industry, to identify and support the emerging talents of contemporary creation and assure the role of Paris as a key fashion capital."

Audrey Azoulay, French ministrer of Culture and Communication :

Driven by the artistic qualities of our designers, French Fashion is part of our heritage and participates to our cultural influence through the world by creating an alternate form of cultural exception. Creative and artistic expression, outstanding know-how, Fashion strongly contributes to our economy. I would like to thank ANDAM which, since 1989, highlights and supports the fashion designers who ensure the future of French fashion and sublimate our everyday lives.

Composed by its two institutional sponsors – French ministry of Culture and Communication, DEFI -, its consortium of private partners - CHANEL, Chloé, Fondation Pierre Bergé - Yves Saint Laurent, Galeries Lafayette, Kering, Longchamp, LVMH, M·A·C Cosmetics, Moncler, OTB, Swarovski, Tomorrow London Ltd, Maison Yves Saint Laurent - and fashion industry professionals, the jury members met on Friday, July 1st to select by simple majority vote, the fellowship winners of the 2016 ANDAM Fashion Award.

The 12 finalists presented individually their business and creative project to the 29 members of the jury. Following the interviews, the jury decided to award :

THE GRAND PRIZE, WITH 250K EUROS (\$284K) TO :

WANDA NYLON

For two years, the fellowship winner Wanda Nylon will benefit from a privileged mentorship by **Geoffroy de la Bourdonnaye, Chloé President**, on both the creative and strategic dimensions of her/his business, in order to develop her/his label and establish quickly its international reputation. the fellowship winner Wanda Nylon will receive an in-kind donation from **Swarovski** of 10K euros worth of crystals to be used within the year following his/her fellowship.

Geoffroy de la Bourdonnaye, Chloé President and mentor of the 2016 ANDAM Fashion Award winner :

Johanna Senyk brings an incredible energy and sense of show. She designs for women who deserve to be noticed and her looks are always attention stoppers. She is not afraid of experimenting with new materials. She is joyful and her happy spirit will resonate naturally with Chloé. My team and I will have a lot of fun mentoring such a sparkling personality. Our mission will be to help her label called "Wanda Nylon" become a big fish in the fashion pond.

ANDAM FASHION AWARD 2016

THE FIRST COLLECTIONS PRIZE OF 100K EUROS (\$114K), TO:

ATLEIN

The winner of the First Collections Prize Atlein will be offered, by **Galleries Lafayette**, a privileged mentoring program and strategic advices for the development of his brand. The Boulevard Haussmann department store also pledges to buy the winner's next Collections and give him an exclusive visibility in its space dedicated to young creation.

Guillaume Houzé, communication and image director at Galleries Lafayette and BHV Marais, Galleries Lafayette :

Galleries Lafayette have made a commitment to support young artists from the outset. While we are committed alongside ANDAM since 2003, we are pleased to enter now a new phase with this comprehensive program that will enable us to support the development of promising new brands. I am pleased that the jury granted Antonin Tron as fellowship winner of the First Collections Prize; Galleries Lafayette will support him with enthusiasm for the development of his brand, Atlein.

Tomorrow London Ltd, the New York, London, Paris, Milan based distribution showroom, will give the winner Atlein a privileged commercial mentorship. He will show in Paris and Milan showrooms and Tomorrow will appoint a Brand Support Sales Manager to promote and sell the collection alongside the Designer team.

THE ACCESSORIES PRIZE OF 40K EUROS (\$46K), TO :

TOMASINI PARIS

In addition to the financial endowment, the winner of the Accessories Prize Tomasini Paris will benefit from Sophie Delafontaine, Directrice Artistique de la maison **Longchamp**, mentoring through personal guidance and expert advices, for a one-year duration.

Sophie Delafontaine, creative director Longchamp :

Emmanuel Tomasini has a real talent for accessories. He has the sense of proportion, details, and quality needed to bring his brand to the next level. He offers true and beautiful products women could dream about. I am glad to mentor and help him for the development of his brand.



CHANEL

Chloé

Fondation
PIERRE BERGÉ
YVES SAINT LAURENT

Galleries
Lafayette

KERING

LONGCHAMP
PARIS

LVMH

MAC

MONCLER

OTB

SWAROVSKI

Tomorrow

SAINT LAURENT
PARIS

ANDAM
FASHION AWARD
2016

WANDA NYLON
ANDAM Grand Prize 2016



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ATLEIN

ANDAM First Collections Prize 2016



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FASHION AWARD
2016**

TOMASINI PARIS
ANDAM Accessories Prize 2016



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JURY 2016

EMMANUELLE ALT, editor-in-chief, Vogue Paris
IMRAN AMED, founder and CEO, The Business of Fashion
FRANCESCA BELLETTINI, president and CEO, representing Maison Yves Saint Laurent
PIERRE BERGÉ, representing Fondation Pierre Bergé - Yves Saint Laurent
SOPHIE DELAFONTAINE, creative director, representing Longchamp
JOHN DEMSEY, Group President, Estee Lauder Companies Inc, representing M·A·C Cosmetics
GEOFFROY DE LA BOURDONNAYE, president, representing Chloé
NATHALIE DUFOUR, founder and managing director, ANDAM
PAMELA GOLBIN, chief curator, Musée des Arts Décoratifs
MARK HOLGATE, fashion news director, Vogue USA
GUILLAUME HOUZÉ, communication and image director at Galeries Lafayette and BHV Marais, representing Galeries Lafayette
MARIE PIERRE LANNELONGUE, editor-in-chief, M le Magazine du Monde
STEFANO MARTINETTO, CEO, representing Tomorrow London Ltd
ALEXIA NIEDZIELSKI, co-founder, System Magazine
BRUNO PAVLOVSKY, president of CHANEL global fashion, representing CHANEL
FRANÇOIS-HENRI PINAULT, chairman and CEO, representing Kering
CLARISSE REILLE, managing director, DEFI
RENZO ROSSO, president, representing OTB
REMO RUFFINI, chairman and CEO, representing Moncler
PIERRE-YVES ROUSSEL, chairman and CEO LVMH Fashion Group, representing LVMH
YASMIN SEWELL, fashion director, Style.com
NADJA SWAROVSKI, Member of the Executive Board, representing Swarovski
JENNIFER THIAULT, project manager “Design and Fashion”, representing the French ministry of Culture and Communication
MARINE VACTH, actress
AYMELINE VALADE, model and actress