

ANDAM OPENS ITS 2019 COMPETITION

AND CELEBRATES 30 YEARS SUPPORTING FASHION CREATION

Lacoste joins the major actors of the fashion industry united around a common mission: reveal tomorrow's designers.

Each year, ANDAM brings together institutional and major private actors of the fashion industry to develop coordinated strategies and transversal actions. Thanks to its four prizes, ANDAM offers the emerging talents of contemporary designers a financial and strategic support and assure the role of Paris as a key fashion capital.

The ANDAM actions are made possible thanks to the commitment of its two historical partners and main financial sponsors - DEFI (Committee for the Promotion and Development of the French Fashion Industry) and French ministry of Culture – and private sponsors, which renew and enhance their support annually. It includes: CHANEL, Chloé, Fondation Pierre Bergé - Yves Saint Laurent, Galeries Lafayette, Hermès, Kering, Longchamp, LVMH, OBO, OTB, Premiere Classe, SAINT LAURENT, Swarovski, Tomorrow London Holdings Ltd. Emblematic of the French sportswear heritage, Lacoste enters, for the first time, the ANDAM consortium of sponsors.

"In 1990, Nathalie Dufour discovers in my second show a waistcoat-object made out of broken plates. Understanding that recycling will be the basis of a dedicated collection, she decides to found the ANDAM Fashion Award to help young designers. I am the first to receive the grant and this legitimacy helps me fund the launch of my 'atelier artisanal' and start to sell this collection, which will enter the official calendar of Haute Couture in 2006. I will never forget how the ANDAM prize contributed to my brand's development and I am very grateful for it. I am also glad to see the amazing increased outreach of ANDAM. Happy anniversary!"

MARTIN MARGIELA, FIRST ANDAM WINNER IN 1989

"Not only ANDAM is a prize and four grants... but it is also a solidarity movement which contribute to the dynamism and sustainability of creative industries exposed to profound and structural changes. Today's world is changing faster than Fashion. Since 1989 and our first reward to Martin Margiela, our Association has always supported progress by selecting the most creative designers from all countries and walks of life. Because we are convinced that the pulse of society is felt through its artists, we work every year, with the support of our public and private sponsors, on supporting the renewal of an audacious, brilliant and humanist fashion. Our mission is essential and we need to strengthen our efforts to help our talents always be more audible and visible so that the great contribution they make to our time could be fairly valued and recognized."

GUILLAUME HOUZÉ, PRESIDENT, ANDAM

ANDAM
FASHION AWARD
2019

4 PRIZES, A GLOBAL ENDOWMENT OF € 430.000 \$ 489.000

ANDAM GRAND PRIX

€ 250.000 \$ 280.000

The main ANDAM Fashion Award grants a French, or a foreign designer willing to establish a sustainable business in France, thus contributing to the dynamism of Paris fashion scene and the French industry.

Mentor of the edition, OTB President Renzo Rosso, will offer the winner a privileged one year mentorship on both the creative and strategic dimensions of her/his business, in order to develop her/his label and establish quickly its global reputation.

"I am honored to return to being the mentor of the winners of ANDAM in this very special year, the year of the award's 30th anniversary. Thirty years ago, the very first winner of ANDAM was someone very dear to me, someone who inspired me and taught me a lot: Martin Margiela. Thirty years after, his disruptive message lives on as a call to all brave, creative talents out there: creativity is your biggest power; cherish it, fuel it, don't compromise on it, make it your own distinctive voice. We will be here to help and support you."

RENZO ROSSO, PRESIDENT, OTB

CREATIVE LABEL PRIZE

€ 100.000 \$ 114.000

The Creative Label prize is intended to reward a French company in the fashion sector, giving the brand the means to grow and access to an international audience.

Xavier Clergerie, founder of Premiere Classe, Who's Next and Jean-Louis, will mentor the winner for a one-year duration.

"Create, Dare, Express, is the creative philosophy that drives me and that I have been supporting since 30 years with Premiere Classe, and today with Jean-Louis. It is a great honor, for the 30th edition of ANDAM, to mentor and help the future winner of the Creative Label Prize."

**XAVIER CLERGERIE, FOUNDER, PREMIERE CLASSE,
WHO'S NEXT AND JEAN-LOUIS**

ANDAM
FASHION AWARD
2019

THE FASHION ACCESSORIES PRIZE € 50.000 \$ 57.000

The future winner of the Accessories Prize will benefit from mentoring through personal guidance and expert advices of Guillaume de Seynes, Executive Vice-President of Hermès.

“Hermès is delighted to renew its support to the 2019 ANDAM Fashion Awards. I am personally pleased to discover and select the best candidate for the ANDAM Accessories Prize who I will be very glad to mentor and help developing her/his business.”

GUILLAUME DE SEYNES, EXECUTIVE VICE-PRESIDENT, HERMÈS

FASHION INNOVATION PRIZE € 30.000 \$ 34.000

This prize will reward a designer, entrepreneur or start-up, French and international willing to develop their project in France, which offers innovative and technological solutions in the fields of fashion design, production and distribution to help develop an accountable and transparent Fashion, which considers the economic, environmental and social impacts.

Pascal Morand, Executive President of Fédération de la haute couture et de la mode and member of the French National Academy of Technologies, will offer to the fellowship winner a one-year duration mentoring to help her/him develop her/his structure and get access to consulting and support from the professionals of the Fashion Technology sector.

“The economy as a whole is subject to the industry 4.0, fashion is no exception. New sources of innovation are continuously appearing, more or less disruptive, more or less technological. They provide new tools to all the fashion stakeholders, serving competitiveness and creation.”

**PASCAL MORAND, EXECUTIVE PRESIDENT,
FÉDÉRATION DE LA HAUTE COUTURE ET DE LA MODE**

ANDAM
FASHION AWARD
2019

ABOUT ANDAM

Created in 1989 and chaired by Guillaume Houzé, ANDAM's sponsor, Director of Image and Communications for Galeries Lafayette and BHV MARAIS and President of Lafayette Anticipations–Galeries Lafayette corporate Foundation, the annual ANDAM Fashion Awards offer a financial and logistic support to fashion designers chosen after a long and in-depth process of selection. The 30th edition of this annual competition is now opened to applications until April 15th, 2019. Finalists will be nominated and announced in May, and a jury of fashion professionals will elect the fellowship winners on Thursday, June 27th.

"I created the ANDAM fashion awards 30 years ago to identify and support the emerging talents of contemporary designers who contribute to the dynamism of our creative industry. I am very grateful for the mobilization of public institutions and private patrons, thanks to whom we can pursue a cause essential to the emergence of a new generation of designers in Paris, the sustainability of the French fashion scene and its inherent 'savoirs-faire'."

NATHALIE DUFOUR, FOUNDER AND DIRECTOR, ANDAM

PRESS OFFICE

KARLA OTTO PARIS
andam@karlaotto.com
+ 33 (0)1 42 61 34 36



DE FI
LA MODE DE FRANCE

CHANEL

Chloé

Fondation
PIERRE BERGÉ
YVES SAINT LAURENT



Galeries
Lafayette

KERING

HERMÈS
PARIS

LACOSTE

LONGCHAMP
PARIS

LVMH



OTB

Première Classe

SAINT LAURENT

SWAROVSKI

Tomorrow