

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

Press Release

**The annual competition for the
ANDAM Fashion Award opens officially
on January 27, 2012**

The competition was conceived to recognize and cultivate the talent of a world-class fashion designer who is still in the development phase. Entrants can be of any nationality, but must have, or agree to set up, a company in France.

AN EVER-GREATER ENDOWMENT

For its 23rd edition, the ANDAM Fashion Award is increasing its endowment by 15% over last year's prize, reaching a record total of €230,000. The ANDAM Fashion Award remains the world's largest single fashion prize, ahead of the CFDA/Vogue Awards and the British Fashion Council/Vogue Fund, thanks to the loyal support of its sponsors: the Pierre Bergé-Yves Saint Laurent Foundation, LVMH, thecorner.com (the online boutique powered by YOOX Group), Swarovski, Yves Saint Laurent, Galeries Lafayette, Longchamp, Hudson's Bay Company and Only The Brave, as well as two public institutions, the DEFI and the French Ministry of Culture and Communication. In addition to this exceptional endowment, the award winner will also have the opportunity to present his or her collection to the international corps of journalists and buyers during Paris Fashion Week in October 2012. "For its 23rd year, the ANDAM Fashion Award is taking an even stronger international position, the better to reward deserving talents," explains ANDAM director Nathalie Dufour.

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**THECORNER.COM A NEW PARTNER EAGER TO
PROMOTE EMERGING TALENTS**

A prestigious showcase for contemporary creativity with an international following, thecorner.com will serve as the Exclusive Online Retail Partner of the ANDAM Fashion Award for the first time in 2012. The online boutique, strongly committed in promoting emerging talents worldwide by offering concrete opportunities to raise their awareness internationally, will provide the six finalists and winners a global window to present their FW 12-13 collections.

**PIERRE-YVES ROUSSEL
MENTOR OF THE 2012 WINNER**

CEO of the LVMH Group's fashion division, Pierre-Yves Roussel is succeeding Ralph Toledano as the mentor of the winner of the ANDAM Fashion Award. In addition to the financial endowment, the 2012 winner will have the benefit of strategic, creative and commercial coaching from one of the most prominent directors of the worldwide fashion industry. His "hands-on" mentorship will enable the winner to develop his or her label and build an international reputation as rapidly as possible.

**FIRST COLLECTION AWARD
NOW IN ITS SECOND YEAR**

Launched in 2011 with an endowment of €60,000, the First Collection Award was conceived to support a young French company in the fashion sector by giving it access to an international audience. According to Nathalie Dufour, "This prize has now become essential for encouraging the rise of young talents and promoting French know-how on an ever-more competitive international fashion scene."

ANDAM FASHION AWARD 2012

MEMBERS OF THE INTERNATIONAL JUDGES PANEL

The 2012 judges panel welcomes two new members:
Angelica Cheung and Lisa Armstrong

ANDAM sponsors

- Delphine Arnault, deputy managing director of Christian Dior, representing the **LVMH Group**
- Pierre Bergé, representing the **Pierre Bergé and Yves Saint Laurent Foundation**
- Sophie Delafontaine, creative director, representing the House of **Longchamp**
- Paul Deneve, CEO of Yves Saint Laurent, representing the **Gucci Group**
- Guillaume Houzé, sponsorship director, representing the **Galleries Lafayette** department store group
- Federico Marchetti, Founder and CEO of YOOX Group, **thecorner.com**
- Renzo Rosso, CEO, representing **Only The Brave**
- Nadja Swarovski, vice president in charge of communication and creative director, representing **Swarovski**
- Suzanne Timmins, creative director, representing **Hudson's Bay Company**

Fashion professionals

- **Emmanuelle Alt**, editor in chief, *Vogue Paris*
- **Lisa Armstrong**, head fashion editor, *The Daily Telegraph*
- **Angelica Cheung**, editor in chief, *Vogue China*
- **Nathalie Dufour**, founder and managing director, **ANDAM**
- **Pamela Golbin**, head curator, *Musée des Arts Décoratifs*
- **Humberto Leon**, co-owner, *Opening Ceremony*
- **Sarah Lerfel**, purchasing manager and creative director, *Colette*
- **Virginie Mouzat**, deputy editor-in-chief, fashion department, *Le Figaro*
- **Nicole Phelps**, editor in chief, *Style.com*
- **Jean-Jacques Picart**, fashion and luxury products consultant
- **Katell Pouliquen**, head of the fashion department, *L'Express Styles*
- **Pierre-Yves Roussel**, CEO of the fashion division, **LVMH**
- **Jean-Pierre Simon**, director in charge of the plastic arts, *Ministry of Culture*
- **Valérie Toranian**, editorial director, *Elle*



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ANDAM
FASHION AWARD
2011



Anthony Vaccarello
Fellowship winner Grand Prix 2011

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ANDAM
FASHION AWARD
2011



Yiqing Yin

Fellowship winner Prix des Premières Collections 2011

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