

ANDAM FASHION AWARD 2017

PRESS RELEASE
Thursday, May 18th, 2017

ANDAM ANNOUNCES ITS 2017 FINALISTS

AFTER REVIEWING THE APPLICATIONS RECEIVED THIS YEAR, THE 25 MEMBERS OF THE 2017 JUDGES PANEL HAVE SELECTED THE FINALISTS OF ANDAM'S 28TH EDITION. THANKS TO THE SUPPORT OF ITS SEVENTEEN PRIVATE AND INSTITUTIONAL PARTNERS, THE ANDAM FASHION AWARD WILL BE ABLE TO GRANT THIS YEAR' FOUR WINNERS A TOTAL OF 430K EUROS. (\$467K)

Testimony of Francesca Bellettini, President & CEO, representing Maison Yves Saint Laurent and mentor of the 2017 ANDAM Fashion Award's winner:

ANDAM is the home for fresh ideas and new possibilities, where talents are free to bring their unique vision and push themselves forward. The House of Yves Saint Laurent has always been driven by incredible creators and inspired by upcoming generations. I'm honored to have the chance to contribute to look for the creativity and the energy necessary to build the future of fashion. This year the panel of talent is amazing again and I am looking forward to exchange with all of them.

Testimony of Nathalie Dufour, founder and director of ANDAM:

In 1989, I founded ANDAM to identify and support the emerging talents of the global contemporary fashion scene. The strong coordination of our private and institutional sponsors allows ANDAM to develop a global action and widen its support to all the sectors of the French fashion industry, as shown by the launch of the ANDAM Fashion Innovation Prize, this year. These prizes offer to young brands growing financial support and mentorship program essential for the structuring and development of their company.

The 2017 ANDAM Fashion Award will offer four different prizes:

- The ANDAM Fashion Award ("major award") of 250K euros (\$272K)
- The Creative Label Prize of 100K euros (\$108K)
- The Accessories Prize of 50K euros (\$54K)
- NEW – The Fashion Innovation Prize of 30K euros (\$32K)



DEFI CHANEL

Chloé Fondation
PIERRE BERGÉ
YVES SAINT LAURENT



Groupe
Lafayette

Galeria Lafayette

KERING



HERMÈS LONGCHAMP
PARIS PARIS

LVMH

MAC

MATCHESFASHION.COM



MONCLER

OTB

SWAROVSKI

Tomorrow

SAINT LAURENT
PARIS

**A N D A M
F A S H I O N A W A R D
2 0 1 7**

THE FOUR NOMINEES FOR THE ANDAM FASHION AWARD 250K€ ARE:

**AALTO
KOCHÉ
MARTINE ROSE
Y/PROJECT**



**TUOMAS MERIKOSKI,
AALTO**



**CHRISTELLE KOCHER,
KOCHÉ**



MARTINE ROSE



**GLENN MARTENS,
Y/PROJECT**

THE THREE NOMINEES FOR THE CREATIVE LABEL PRIZE 100K€ ARE:

**AVOC
NĪUKU
MARINE SERRE**



**LAURA DO &
BASTIEN LAURENT,
AVOC**



**KADIATA DIALLO
& LENNY GUERRIER,
NĪUKU**



MARINE SERRE

ANDAM
FASHION AWARD
2017

THE THREE NOMINEES FOR THE ACCESSORIES PRIZE 50K€ ARE:

ANA KHOURI
LA CONTRIE
LE GRAMME



ANA KHOURI



EDWINA DE CHARETTE,
LA CONTRIE



ADRIEN MESSIÉ &
ERWAN LE LOUER,
LE GRAMME

All thirteen finalists of the 2017 ANDAM Fashion Awards will be offered by:

- **Galleries Lafayette**, a dedicated meeting to help them understand the department stores' key planning objectives and positioning;
- **M·A·C Cosmetics**, assistance for the promotion of the nominees' image and notoriety through in kind makeup artistry and product support backstage during Fashion Week. Additionally, M·A·C will provide support for shows, presentations, look books and various special events throughout the year;
- **MATCHESFASHION.COM**, the opportunity to present their brands internationally through a global window on their website. MATCHESFASHION.COM's teams will meet with them to provide digital and commercial mentorship;
- **Swarovski**, a dedicated workshop in the Swarovski showroom to discover their products diversity and the creative possibilities crystals offer for a collection.

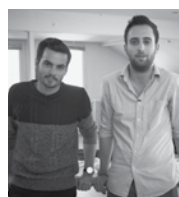
The finalists of the First Collections Prize and Fashion Accessories Prize will also benefit from a privileged access to IFM Labels program at **Institut Français de la Mode**. This 12-month training program is an accelerator for young creative brands.

THE THREE NOMINEES FOR THE
FASHION INNOVATION PRIZE 30K€ ARE:

EUVEKA
PERCKO
SMARTPIXELS



AUDREY LAURE
BERGENTHAL,
EUVEKA



QUENTIN PERRADEAU &
ALEXIS UCKO, PERCKO



JEREMY VERDO,
SMARTPIXELS

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FELLOWSHIP WINNERS' ANNOUNCEMENT

The 25 members of the judges panel will meet on Friday, June 30th to select the 2017 ANDAM winners, on both creative and business potentials.

At that meeting, the 13 finalists will be given the opportunity to present their project to the judges panel. After deliberation, the winners will be chosen by simple majority vote.

ABOUT ANDAM

Founded under the initiative of the French ministry of Culture and the DEFI, with M. Pierre Bergé as president, ANDAM is dedicated to supporting young designers and reinforce Paris influence, as the world's fashion capital. To this end, ANDAM brings together institutional and private players of this cultural industry to develop coordinated, strategic and transversal actions.

The 2017 ANDAM Fashion Award partners are:

CHANEL, Chloé, Pierre Bergé - Yves Saint Laurent Foundation, Galeries Lafayette, Hermès, Kering, Longchamp, LVMH, M·A·C Cosmetics, MATCHESFASHION.COM, Moncler, OTB, Swarovski, Tomorrow London Ltd, Maison Yves Saint Laurent, and the DEFI and ministry of Culture and Communication as historical public partners and main financial sponsors.

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JURY 2017

FRANCESCA BELLETTINI, President & CEO, representing Maison Yves Saint Laurent

PIERRE BERGÉ, President, representing Fondation Pierre Bergé - Yves Saint Laurent

RUTH CHAPMAN, Co-Founder and Executive co-Chairman,
representing MATCHESFASHION.COM

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

CAROLINE DE MAIGRET, Model and Producer

GUILLAUME DE SEYNES, Executive Vice-President, representing Hermès

NATHALIE DUFOUR, Founder and Managing Director, ANDAM

PAMELA GOLBIN, Chief Curator, Musée des Arts Décoratifs

RÉGINE HATCHONDO, Chief Executive Officer of the Artistic Creation,
French ministry of Culture and Communication

GUILLAUME HOUZÉ, Communication and Image Director at Galeries Lafayette,
representing Galeries Lafayette

MARIE-PIERRE LANNELONGUE, Editor in Chief, M le Monde

STEFANO MARTINETTO, CEO, representing Tomorrow London Ltd

PASCAL MORAND, Executive President, Fédération française de la Couture,
du Prêt à Porter des Couturiers et des Créateurs de Mode

SOPHIA NEOPHITOU-APOSTOLOU, Publisher, 10 & 10 Men Magazines

BRUNO PAVLOVSKY, President of CHANEL Global Fashion

FRANÇOIS-HENRI PINAULT, Chairman and CEO, representing Kering

CLARISSE REILLE, Managing Director, DEFI

XAVIER ROMATET, President Condé Nast France & Vice-President Condé Nast International

RENZO ROSSO, President, representing OTB

REMO RUFFINI, Chairman and CEO, representing Moncler

PIERRE-YVES ROUSSEL, Chairman and CEO LVMH Fashion Group, representing LVMH

ANNE-FLORENCE SCHMITT, Editor in Chief, Madame Figaro

NADJA SWAROVSKI, Member of the Executive Board, representing Swarovski