

**A N D A M
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2 0 1 8**

PRESS RELEASE
Thursday, May 24th, 2018

ANDAM ANNOUNCES ITS 2018 FINALISTS

AFTER REVIEWING THE APPLICATIONS RECEIVED THIS YEAR, THE 24 MEMBERS OF THE 2018 JUDGES PANEL HAVE SELECTED THE FINALISTS OF ANDAM'S 29TH EDITION.

THANKS TO THE SUPPORT OF THE FRENCH MINISTRY OF CULTURE, DEFI AND ITS SIXTEEN PRIVATE SPONSORS, THE ANDAM FASHION AWARD WILL BE ABLE TO GRANT THIS YEAR' FOUR WINNERS A TOTAL OF 430K EUROS. (\$530K)

Testimony of Guillaume Houzé, ANDAM President & Image and Communications Director - Galeries Lafayette and LE BHV MARAIS :

It is with a deep sense of pride that ANDAM pursues its mission of supporting young designers. Since nearly thirty years, this visionary award has established new brands which nurtured the fashion ecosystem thanks to their unique perspectives. We are very proud of the quality of the projects received this year and I would like to congratulate the 15 selected candidates who will have the opportunity to pitch their projects and underlying creativity in front of the industry's major players during the upcoming jury's meeting.

Testimony of Pierre-Yves Roussel, LVMH Group Executive Committee Member and mentor of the 2018 ANDAM Fashion Award's winner:

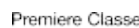
The Finalists selection for the 2018 Adam Grand Prix reflects the great quality as well as the diversity of these talented designers and their common wish to leverage the unique French fashion ecosystem to accelerate the development of their brands.

Testimony of Nathalie Dufour, founder and director of ANDAM:

I am very proud of the strong coordination of our private and institutional sponsors which, all together, allow ANDAM to develop its action to promote creation and widen its support to all the sectors of the French fashion industry. I would like to honor the expertise and thank the commitment of our jury's members who selected 15 talented finalists.

The 2018 ANDAM Fashion Award will offer four different prizes:

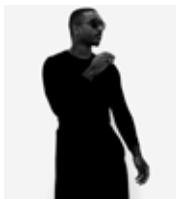
- The ANDAM Grand Prize ("major award") of 250K euros (\$370K)
- The Creative Label Prize of 100K euros (\$123K)
- The Accessories Prize of 50K euros (\$61K)
- The Fashion Innovation Prize of 30K euros (\$37K)



**ANDAM
FASHION AWARD
2018**

THE FIVE NOMINEES FOR THE ANDAM GRAND PRIZE 250K€ ARE:

**A COLD WALL
ATLEIN
CECILIE BAHNSEN
FACETASM
ECKHAUS LATTA**



**SAMUEL ROSS,
A COLD WALL**



**ANTONIN TRON,
ATLEIN**

© DAMIAN NOSKOWICZ



CECILIE BAHNSEN



**HIROMICHI OCHIAI,
FACETASM**



**ZOE LATTA & MIKE
ECKHAUS, ECKHAUS LATTA**

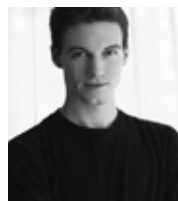
© MICHAEL BAILEY GATES

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

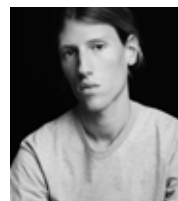
**AFTERHOMework
KEVIN GERMANIER
LUDOVIC DE SAINT-SERNIN
NEITH NYER**



**PIERRE KACZMAREK
& ELENA MOTTOLA,
AFTERHOMework**



**KEVIN GERMANIER,
GERMANIER**



**LUDOVIC DE
SAINT SERNIN**



**FRANCISCO TERRA,
NEITH NYER**

© MARTIN MENDEL

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

**D'HEYGERE
PB0110
WORN OFFICIAL**



STÉPHANIE D'HEYGERE,
D'HEYGERE



PHILIPP BREE, PB0110



MAGDA BROZDA
& PAULINE FAMY,
WORN

All twelve finalists of the 2018 ANDAM Fashion Awards will be offered by:

- **M·A·C Cosmetics**, assistance for the promotion of the nominees image and notoriety through in-kind make-up support both backstage during Fashion Week as well as makeup artistry and product for other collections, look books and various events throughout the year;
- **MATCHESFASHION.COM**'s team, a dedicated mentoring day;
- **OBO**, guidance in the enhancement of their brand identity, development of their image, and advice in the execution of their events;
- **Premiere Classe Tuileries**, a dedicated highlighting on its event during Paris Fashion Week associated to a targeted communication for French and international buyers and journalists;
- **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 Creative Label 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:**

**COLORIFIX
DACO
TEKYN**



JIM AJIOKA, DAVID
NUGENT, ORR YARKONI,
COLORIFIX



CLAIRE BRETTON,
ANIS GANDOURA,
PAUL MOUGINOT, DACO



PIERRE DE CHANVILLE &
DONATIENMOURMANT,
TEKYN

ANDAM FASHION AWARD 2018

FELLOWSHIP WINNERS' ANNOUNCEMENT

The 24 members of the judges panel will meet on Friday, June 29th to select the 2018 ANDAM winners, on both creative and business potentials.

At that meeting, the 15 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 by Nathalie Dufour, ANDAM is dedicated to supporting young designers and reinforcing Paris influence, as the world fashion capital. To this end, ANDAM brings together institutional and major private actors of this cultural industry to develop coordinated strategies and transversal actions.

Created in 1989, 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 2018 ANDAM Fashion Award partners are:

CHANEL, Chloé, Fondation Pierre Bergé - Yves Saint Laurent, Galeries Lafayette, Hermès, Kering, Longchamp, LVMH, M·A·C Cosmetics, MATCHESFASHION.COM, OBO, OTB, Premiere Classe Tuileries, Swarovski, Tomorrow London Holdings Ltd, SAINT LAURENT, and the DEFI and ministry of Culture as historical public partners and main financial sponsors.

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JURY 2018

FRANCESCA BELLETTINI, President & CEO, representing Saint Laurent

YVES BOUGON, CEO, Condé Nast France

RENÉ CÉLESTIN, Founder, OBO

XAVIER CLERGERIE, Founder, Premiere Classe Tuileries

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

JOSEPH GHOSN, Editorial Director, Grazia

MARC GOEHRING, Fashion Director, O32C

PAMELA GOLBIN, Chief Curator, Musée des Arts Décoratifs

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

GUILLAUME HOUZÉ, Image and Communications Director, representing Galeries Lafayette

NATALIE KINGHAM, Fashion & Buying Director, MATCHESFASHION.COM

STEFANO MARTINETTO, CEO, representing Tomorrow London Holdings Ltd

BRUNO PAVLOVSKY, President of CHANEL Global Fashion

FRANÇOIS-HENRI PINAULT, Chairman and CEO, representing Kering

CLARISSE REILLE, Executive Director, DEFI

RENZO ROSSO, President, representing OTB

PIERRE-YVES ROUSSEL, Member of the Executive Committee, representing LVMH

ANNE-FLORENCE SCHMITT, Editor in Chief, Madame Figaro

NADJA SWAROVSKI, Member of the Executive Board, representing Swarovski