

**ANDAM
FASHION AWARD
2016**

PRESS RELEASE
Monday, May 23rd, 2016

ANDAM ANNOUNCES ITS 2016 FINALISTS

AFTER REVIEWING THE APPLICATIONS RECEIVED THIS YEAR, THE 25 MEMBERS OF THE 2016 JUDGES PANEL HAVE SELECTED THE FINALISTS OF ANDAM'S 27TH EDITION. THANKS TO THE SUPPORT OF ITS FIFTEEN PRIVATE AND INSTITUTIONAL PARTNERS, THE ANDAM FASHION AWARD WILL BE ABLE TO GRANT THIS YEAR' THREE WINNERS A TOTAL OF 390K EUROS.(\$444K)

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

Diverse, artisanal, creative and joyful – the talented finalists of ANDAM 2016 represent an exciting cross-section of today's fashion landscape that proudly echoes our core Chloé values. Since 1952, our founder Gaby Aghion nurtured young designers within the Maison and we are proud to continue this tradition today through initiatives like ANDAM. Having witnessed their evolution, Chloé is keen to mentor the winner of the Grand Prize during the year ahead in order to help them develop their own business in the global marketplace.

Testimony of Nathalie Dufour, founder and director of ANDAM :

Since 27 years, ANDAM is destined to identify and support the emerging talents of the global contemporary fashion scene. I would like to thank the involvement of our 2016 jury's members who selected 11 high-potential designers with different and exciting creative projects.

I also want to greet the precious and faithful support of our sponsors thanks to whom we are able to extend our action and offer to these young brands the financial support and mentorship program essential for the structuring and development of their company.

The 2016 ANDAM Fashion Award will offer three different prizes:

- The ANDAM Fashion Award («major award») of 250K euros (\$284K)
- The ANDAM First Collections Prize of 100K euros (\$114K)
- The Accessories Prize of 40K euros (\$46K)



DEFI
LA MODE DE FRANCE

CHANEL

Chloé

Fondation
PIERRE BERGÉ
YVES SAINT LAURENT

Galeries
Lafayette

KERING

LONGCHAMP
PARIS

LVMH

MAC

MONCLER

OTB

SWAROVSKI

Tomorrow

SAINT LAURENT
PARIS

**A N D A M
F A S H I O N A W A R D
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**THE SIX 2016 NOMINEES FOR THE ANDAM FASHION AWARD
250K EUROS (MAJOR AWARD) ARE:**

**AALTO
TIM COPPENS
JACQUEMUS
KOCHÉ
OAMC
WANDA NYLON**



**TUOMAS MERIKOSKI,
AALTO**



TIM COPPENS



**SIMON PORTE
JACQUEMUS,
JACQUEMUS**



**CHRISTELLE KOCHER,
KOCHÉ**



LUKE MEIER, OAMC



**JOHANNA SENYK,
WANDA NYLON**

**THE THREE 2016 NOMINEES FOR THE ANDAM FIRST COLLECTIONS
PRIZE 100K EUROS ARE:**

**ATLEIN
HARMONY PARIS
KENTA MATSUSHIGE**



**ANTONIN TRON,
ATLEIN**



**DAVID OBADIA,
HARMONY PARIS**



KENTA MATSUSHIGE

ANDAM FASHION AWARD 2016

THE THREE 2016 NOMINEES FOR THE ANDAM ACCESSORIES PRIZE 40K EUROS ARE:

HUGO MATHA
AMÉLIE PICHARD
TOMASINI PARIS



HUGO MATHA



AMÉLIE PICHARD



EMMANUEL TOMASINI,
TOMASINI PARIS

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

- **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.
- **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 18-month training program is an accelerator for young creative brands.

FELLOWSHIP WINNERS' ANNOUNCEMENT

The 25 members of the judges panel will meet on Friday, July 1st to select the 2016 ANDAM winners, on both creative and business potentials.

At that meeting, the 12 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 2016 ANDAM Fashion Award partners are:

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

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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