

**A N D A M
F A S H I O N A W A R D
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PRESS RELEASE
TUESDAY, JANUARY 9TH, 2018

**2018 ANDAM FASHION INNOVATION AWARD:
APPLICATIONS ARE NOW OPENED**

In addition to its three existing prizes (the ANDAM Fashion Award, the Creative Label Prize and the Fashion Accessories Prize) which will be open to candidacy at the end of January, ANDAM has now permanently established the Fashion Innovation Award, granted with 30.000€ (\$35 300).

To encourage innovation and contribute to the market changes, the 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.

The winning innovation will have to cover one of the following areas:

- Materials : innovative textiles, materials, ...
- Conception and manufacturing process: 3D scanning, 3D printing, computer-aided manufacturing, generative algorithms, embedded electronics, CSR, blockchain, ...
- Customer experience : VR/AR/Mixed reality, m-commerce, smart tags, e-payment, connected store, chatbot ecommerce, ...
- Data : data gathering, data visualization, artificial intelligence (fashion applications & image recognition), blockchain, ...

“Technological innovation is a key challenge for our sector, and more globally for our country. As the world capital of Fashion, Paris must be the driving force of these coming structural changes. It is our responsibility to encourage innovation, give innovative start-ups the means to establish themselves in France, to develop their business and get internationally exposure. It is the whole aim of the ANDAM Fashion Innovation Award I wish to strengthen in the future, thanks to the precious support of our sponsors.” Nathalie Dufour, director of ANDAM.

Clarisse Reille, general manager of DEFI, will provide the winner with a one-year duration mentoring to help her/him develop her/his structure and as well as providing access to consulting and support from the professionals in the fashion technology sector:

“The Fashion industry has always been driven by newness.

Today, major and profound upheavals are happening. The technologies are radically changing the consumer behaviour to the brands, to Fashion, creating new desires, new aspirations impossible to imagine just a few years ago. New spaces for innovation, creation, invention are taking place under our eyes and it is our responsibility to encourage and support them.

I would like to thank ANDAM for pursuing its pioneering role as fashion scout, through its Fashion Innovation Award.”

ANDAM FASHION AWARD 2018

EXPERT COMMITTEE

NOÉMIE BALMAT, Founder, Chief Editor & Fashion Futurist, Futur 404
FRANCK DELPAL, Program Manager IFM Entrepreneurs, Institut Français de la Mode
PASCAL DENIZART, Managing Director, CETI
MAXIME COUPEZ, Director Innovation Strategy, Fabernovel
NATHALIE DUFOUR, Founder and General Manager, ANDAM
MARIE FAUCHADOUR, Head of the Innovation and Public Policies BU, Alcimed
ULRIC JEROME, CEO, MATCHESFASHION.COM
PIETER LAMMENS, Director, Lafayette Plug & Play
PIERRE-FRANÇOIS LE LOUËT, President, Fédération Française du Prêt-à-porter Féminin
PASCAL MORAND, Executive President, Fédération de la Haute Couture et de la Mode
PHILIPPE PASQUET, CEO, Première Vision
THIERRY PETIT, CEO, Showroomprive.com
CLARISSE REILLE, General Manager, DEFI
PHILIPPE RIBERA, Vice President Innovation, Lectra
FRANCESCO REVEL-SILLAMONI, Principal, APAX Partners
CAROLE SABAS, Writer, Author, Brand Strategist
NICOLAS SANTI-WEIL, CEO, AMI
NADJA SWAROVSKI, Member of the Executive Board, Swarovski
IRIS VAN HERPEN, Designer, IVH

PROCESS OF SELECTION

1. Online inscription until March 31, 2018
2. Pre-selection of the finalists by an expert committee of the Fashion Technology industry on April 24, 2018
3. Selection of the fellowship winner by the ANDAM jury on June 29, 2018

ABOUT ANDAM

ANDAM — Association Nationale pour le Développement des Arts de la Mode — was founded under the initiative of the French Ministry of Culture and the DEFI by Nathalie Dufour, with Mr. Guillaume Houzé as President since November 2017. 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.



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