

ANDAM LAUNCHES A FOURTH PRIZE: THE ANDAM FASHION INNOVATION PRIZE

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. Pierre Bergé as president. 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.

En 2017, ANDAM is supported by CHANEL, Chloé, la Fondation Pierre Bergé Yves Saint Laurent, les Galeries Lafayette, Hermès, Kering, Longchamp, LVMH, M·A·C Cosmetics, MATCHESFASHION.COM, Moncler, OTB, Swarovski, Tomorrow London Ltd, Maison Yves Saint Laurent. The ANDAM two historical public partners and main financial sponsors are the DEFI (part of the French ministry of Industry) and French ministry of Culture and Communication.

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.

Reaching a global 430.000€ (\$454,000)* endowment, ANDAM is officially open to candidacy.

In addition to its three existing prizes (the ANDAM Fashion Award, the First Collections Prize and the Fashion Accessories Prize), ANDAM launches a new Fashion Innovation Prize, granted with 30.000€ (\$31 660).

“I founded ANDAM in 1989 with the mission to identify and guide the talents that will make the fashion of tomorrow. Today, the fashion industry is in the midst of a digital revolution which offer new innovation, funding and distribution platforms. The stake of this new prize is to allow our young European brands to integrate and participate in this change.” Nathalie Dufour, director of ANDAM.

To encourage innovation and technology in Fashion and contribute to the future of fashion, ANDAM creates the Fashion Innovation Prize, endowed with 30.000€ (\$31 660).

Pascal Morand, Executive President of the Fédération française de la Couture, du Prêt à Porter des Couturiers et des Créateurs de Mode and member of the French National Academy of Technologies, will offer to the fellowship winner a one-year duration mentoring to help her/him develop her/his structure and get access to consulting and support from the professionals of the Fashion Technology sector.

“At the time of digital revolution reflecting on technologies and economic models, the ANDAM Innovation Prize extends the scope of fashion creation. Thanks to the support of the experts committee and ANDAM jury, the mentoring of the futur winner will lead to the fulfillment of a highly innovating project.” explains Pascal Morand.

ANDAM FASHION AWARD 2017

This new prize is dedicated to designers, entrepreneur or start-up, French and international willing to develop their project in France, which offer innovative and technological solutions in the field of fashion design, production and distribution to develop an accountable and transparent Fashion, considering the economic, environmental and social issues.

ELIGIBILITY REQUIREMENTS

- Be under 40 years of age as of January, 1st, 2017;
- Offer an innovative and technological project for the Fashion industry;
- Have less than 3 years of activity;
- Own a French company or, if based outside of France, have the will to develop her/his project in France

FIELD OF APPLICATION

- Materials: innovative textiles, materials
- Conception and manufacturing process: 3D scanning, 3D print, CAO-FAO, generative algorithms, embedded electronic
- Customer experience: VR/AR/Mixed reality, m-commerce, smart tags, e-payment, connected store
- Data: data gathering, data visualisation, artificial intelligence (fashion applications)

PROCESS OF SELECTION

1. Online inscription until March 31, 2017
2. Press release announcing the new Prize and process
3. Pre-selection of the finalists by an expert committee of the Fashion Technology industry
4. Selection of the fellowship winner by the ANDAM jury on June 30th, 2017

ANDAM FASHION AWARD 2017

EXPERT COMMITTEE

FRANCK DELPAL, Entrepreneurs program leader, Institut Français de la Mode

PASCAL DENIZART, Managing Director, CETI

STÉPHANE DISTINGUIN, founder and CEO, Fabernovel

NATHALIE DUFOUR, fondatrice et directrice générale, ANDAM

ULRIC JEROME, CEO, MATCHESFASHION.COM

PIERRE FRANÇOIS LE LOUËT, President, Fédération Française du Prêt-à-porter Féminin

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

JULIEN NEUVILLE, reporter and founder of Nouvelles Ecoutes

THIERRY PETIT, CEO, Showroomprive.com

CLARISSE REILLE, Managing Director, DEFI

PHILIPPE RIBERA, Innovation Director, Lectra

FRANCESCO REVEL-SILLAMONI, Principal, APAX Partners

CAROLE SABAS, writer, author of "Fashion Guide to the Silicon Valley"

NICOLAS SANTI-WEIL, CEO, AMI

NADJA SWAROVSKI, Member of the Executive Board, Swarovski

IRIS VAN HERPEN, designer, IVH

LIBERTY VERNY, BazarChic President, member of Galeries Lafayette



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