

ANDAM
FASHION AWARD
2018

PRESS RELEASE
FRIDAY, JUNE 29TH, 2018

ANDAM ANNOUNCES ITS 2018 WINNERS

The jury members met on Friday, June 29th, to select by simple majority vote, the fellowship winners of the 2018 ANDAM Fashion Awards.

The 14 finalists presented individually their business and creative project to the 24 members of the jury. Following the interviews, the jury decided to award :

THE GRAND PRIZE, WITH 250K EUROS (\$280K) TO :

ATLEIN

For two years, the fellowship winner Antonin Tron for Atlein will benefit from a privileged mentorship by **Pierre-Yves Roussel, LVMH Group Executive Committee Member**, on both the creative and strategic dimensions of his business, in order to develop his label and establish quickly its international reputation.

Pierre-Yves Roussel, LVMH Group Executive Committee Member :

« It is always very stimulating to take part of a jury gathering such prominent personalities of the fashion world and hard to choose a winner among very talented candidates. As far as I am concerned, I look forward to mentor Antonin Tron for Atlein and help him to further develop his brand. »

Antonin Tron for Atlein will be given the opportunity to collaborate with Swarovski for his next show, up to 10 000 euros worth of crystal.



DEFI

CHANEL

Chloé

Fondation
PIERRE BERGÉ
YVES SAINT LAURENT



Groupe
Lafayette

Galerie
Lafayette

KERING



HERMÈS LONGCHAMP
PARIS PARIS

LVMH
MOËT HENNESSY • LOUIS VUITTON

MAC

MATCHES FASHION.COM



OTB

Première Classe
LUXE

SWAROVSKI

Tomorrow

SAINT LAURENT

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THE CREATIVE LABEL PRIZE OF 100K EUROS (\$112K), TO:

LUDOVIC DE SAINT-SERNIN

Natalie Kingham, MATCHESFASHION.COM Buying Director, will help Ludovic de Saint-Sernin define and implement his digital and communication strategy, for a one-year duration:

« MATCHESFASHION.COM congratulates Ludovic de Saint-Sernin for winning this year's ANDAM Creative Label Prize. Ludovic de Saint-Sernin is very talented with a unique point of view which is what we feel would resonate most with our customers. We are happy to have been part of the judging process and honoured to be mentoring Ludovic de Saint-Sernin over the forthcoming year. As a business we strive to discover and support young design talent so our commitment to ANDAM is a way for us to continue this philosophy and expand our presence in France. »

Les **Galleries Lafayette** pledges to buy Ludovic de Saint-Sernin's two next collections and to give him an exclusive visibility in its Paris flagship store space dedicated to young creation. Ludovic de Saint-Sernin will also meet the buyer teams for mentoring sessions axed on better understanding the department stores' expectations in terms of collections and merchandising.

Tomorrow London Ltd, the Fashion Platform operating showrooms, distribution, consulting and manufacturing services out of Milan, London, Paris, New York and Hong Kong, will offer Ludovic de Saint-Sernin a commercial and strategic mentorship. He will showcase his collection in the Paris and Milan showrooms. Tomorrow will appoint a Brand Support Sales Manager to promote and sell the collection alongside the designer's team.

THE ACCESSORIES PRIZE OF 50K EUROS (\$56K), TO:

D'HEYGÈRE

Stéphanie d'Heygère will benefit from mentoring through personal guidance and expert advices of **Nadja Swarovski, Member of the Swarovski Executive Board**:

« Swarovski is delighted to partner with the 2018 edition of the ANDAM fashion awards to support the next generation of French fashion talent. We commend this year's Accessories Prize winner Stéphanie d'Heygère, and we look forward to collaborating with and mentoring her »

The three fellowship winners will get:

- individual meetings with **Galleries Lafayette's** team to help them on their sales, positioning and merchandising strategies.
- in-kind artistry and product support from **M-A-C** during Fashion Week for their shows and presentations as well as look book shoots and special events throughout the year.

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THE FASHION INNOVATION AWARD OF 30K EUROS (\$33K), TO:

COLORIFIX

Clarisse Reille, Executive Director of DEFI, will provide COLORIFIX with a one-year duration mentoring to help them develop their structure and as well as providing access to consulting and support from the professionals in the fashion technology sector:

«I am very glad that Colorifix has been chosen as winner of the Fashion Innovation Prize. Colorifix is pledged to provide solutions to a major issue for the fashion sector: the dyeing process. I will be more than happy to mentor them and do all my best to contribute to their development and give them access to the main actors of the French industry.»

The four 2018 ANDAM winners will receive a crystal trophy, generously offered by Swarovski, and designed by Ana Khouri, 2017 ANDAM Accessories Prize winner.



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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ATLEIN

ANDAM GRAND PRIZE 2018



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LUDOVIC DE SAINT-SERNIN
ANDAM CREATIVE LABEL PRIZE 2018



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STÉPHANIE D'HEYGÈRE, D'HEYGÈRE
ANDAM ACCESSORIES PRIZE 2018



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COLORIFIX

ANDAM INNOVATION AWARD 2018



Jim Ajioka, David Nugent, Orr Yarkoni

**A N D A M
F A S H I O N A W A R D
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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, 032C

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