

**ANDAM
FASHION AWARD
2017**

PRESS RELEASE
FRIDAY, JUNE 30TH, 2017

ANDAM ANNOUNCES ITS 2017 WINNERS

The jury members met on Friday, June 30th, to select by simple majority vote, the fellowship winners of the 2017 ANDAM Fashion Awards.

The 13 finalists presented individually their business and creative project to the 25 members of the jury. Following the interviews, the jury decided to award :

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

Glenn Martens for Y/PROJECT

For one year, the fellowship winner Y/PROJECT will benefit from a privileged mentorship by **Francesca Bellettini, Maison Yves Saint Laurent President & CEO**, on both the creative and strategic dimensions of his business, in order to develop his label and establish quickly its international reputation.

Francesca Bellettini, Maison Yves Saint Laurent President & CEO and mentor of the 2017 ANDAM Fashion Award winner:

"Glenn Martens for Y/PROJECT has the talent, creativity and passion to be one of the designers that will contribute to keep fashion relevant. Those core values will be at the heart of our mentorship as they are fundamental to build a successful brand. It is part of the spirit of the Maison Yves Saint Laurent to foster creativity and develop talents. Together, we will try to define the structure and environment to optimize his future and next opportunities to grow. I look forward to embrace this new exciting challenge together."

Glenn Martens for Y/PROJECT will receive an in-kind donation from **Swarovski** of 10K euros worth of crystals to be used within the year following his fellowship.

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

AVOC

Ruth Chapman, co-Founder and co-Executive Chairman at MATCHESFASHION.COM, will help Laura Do and Bastien Laurent for AVOC define and implement their digital and communication strategy, for a one-year duration.

Ruth Chapman, co-Founder and co-Executive Chairman at MATCHESFASHION.COM:

"We are thrilled that AVOC has been chosen as the Creative Label Prize winner in the ANDAM Fashion Awards for 2017. Highly talented with incredible vision, we are particularly pleased to be making a personal contribution through mentoring Laura Do and Bastien Laurent for AVOC over the next year. We are extremely excited to have joined with Andam to support new creativity and, as we expand our presence in France, we're thrilled to be supporting French talent."

Galleries Lafayette pledges to buy AVOC's two next collections and to give them an exclusive visibility in its Paris flagship store space dedicated to young creation. Laura Do and Bastien Laurent for AVOC 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 New York, London, Paris, Milan based distribution showroom, will give Laura Do and Bastien Laurent for AVOC a privileged commercial mentorship. They will show in Paris and Milan showrooms and Tomorrow will appoint a Brand Support Sales Manager to promote and sell the collection alongside AVOC team.

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

ANA KHOURI

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

EUVEKA

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 Audrey-Laure Bergenthal, EUVEKA President, a one-year duration mentoring to help her develop her structure and get access to consulting and support from the professionals of the Fashion Technology sector.

Audrey-Laure Bergenthal, EUVEKA President:

Winning the ANDAM 2017 prize for innovation is an incredible recognition from our peers. Artisanal creation moves ever closer to technology, it's a real step towards the future — a great honour has been bestowed on our work.

Françoise Nyssen, French minister of Culture:

"Fashion has a unique place in France, and France occupies a distinctive position in the Fashion world. This uniqueness is a strength, a patrimony to maintain. Its future is in the hand of young designers. We need to make concentrated efforts to help, mentor and promote them. The support offered by Fashion prize like ANDAM is absolutely essential, and I welcome the commitment of the industries and federations in its favor. The ministry of Culture is also mobilizing through the Forum de la Mode, whose second edition will be organized this fall. Fashion has always nurtured Culture in our country, it is our responsibility to support those who will bear it tomorrow."

The four 2017 ANDAM winners will receive a crystal trophy, generously offered by Swarovski.

ABOUT ANDAM

The ANDAM jury is composed of its two institutional sponsors — French ministry of Culture, DEFI — its consortium of private partners — CHANEL, Chloé, Fondation Pierre Bergé - Yves Saint Laurent, Galeries Lafayette, Hermès, Kering, Longchamp, LVMH, M·A·C Cosmetics, MATCHESFASHION.COM, Moncler, OTB, Swarovski, Tomorrow London Ltd, Maison Yves Saint Laurent — and fashion industry professionals.

Founded in 1989 by Nathalie Dufour, under the initiative of the French ministry of Culture and the DEFI, ANDAM (National Association for the Development of the Fashion Arts) seeks, in the words of its president M. Pierre Bergé, "through its awards and thanks to the coordination of the major actors of the fashion industry, to identify and support the emerging talents of contemporary creation and assure the role of Paris as a key fashion capital."



DEFI CHANEL

Chloé
Fondation
PIERRE BERGÉ
YVES SAINT LAURENT



Groupe
Lafayette

Galeries
Lafayette

KERING

HERMÈS
PARIS

LONGCHAMP
PARIS

LVMH

MAC

MATCHESFASHION.COM

MONCLER

OTB

SWAROVSKI

Tomorrow

SAINT LAURENT
PARIS

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Y/PROJECT by Glenn Martens
ANDAM GRAND PRIZE 2017



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Laura Do and Bastien Laurent for AVOC

ANDAM CREATIVE LABEL PRIZE 2017

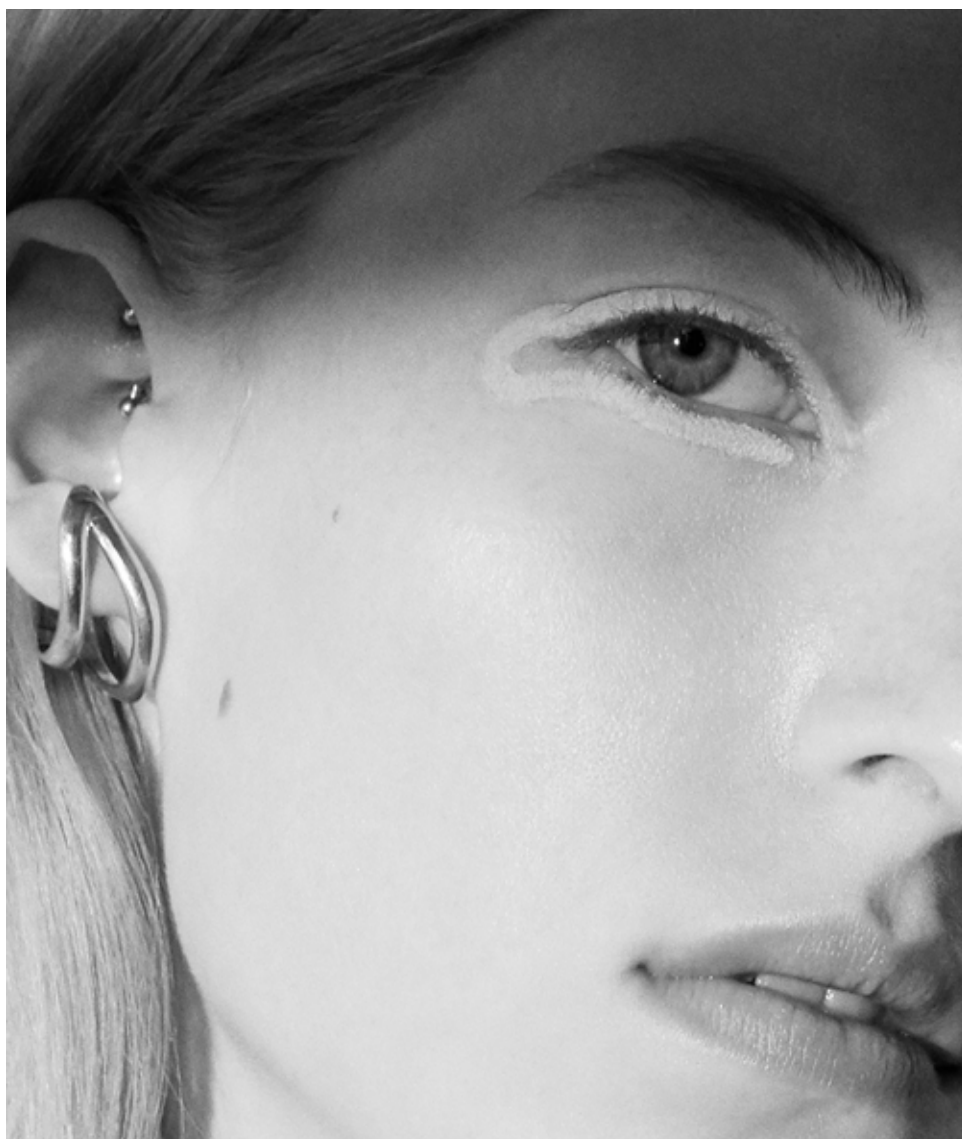


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EUVEKA

ANDAM INNOVATION AWARD 2017



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**A N D A M
F A S H I O N A W A R D
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JURY 2017

FRANCESCA BELLETTINI, President & CEO, representing Maison Yves Saint Laurent

PIERRE BERGÉ, President, representing Fondation Pierre Bergé - Yves Saint Laurent

RUTH CHAPMAN, Co-Founder and Executive co-Chairman,

representing MATCHESFASHION.COM

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

PAMELA GOLBIN, Chief Curator, Musée des Arts Décoratifs

RÉGINE HATCHONDO, Chief Executive Officer of the Artistic Creation,

French ministry of Culture and Communication

GUILLAUME HOUZÉ, Communication and Image Director at Galeries Lafayette,

representing Galeries Lafayette

MARIE-PIERRE LANNELONGUE, Editor in Chief, M le Monde

STEFANO MARTINETTO, CEO, representing Tomorrow London Ltd

PASCAL MORAND, Executive President, Fédération française de la Couture,

du Prêt à Porter des Couturiers et des Créateurs de Mode

SOPHIA NEOPHITOU-APOSTOLOU, Publisher, 10 & 10 Men Magazines

BRUNO PAVLOVSKY, President of CHANEL Global Fashion

FRANÇOIS-HENRI PINAULT, Chairman and CEO, representing Kering

CLARISSE REILLE, Managing Director, DEFI

XAVIER ROMATET, President Condé Nast France & Vice-President Condé Nast International

RENZO ROSSO, President, representing OTB

REMO RUFFINI, Chairman and CEO, representing Moncler

PIERRE-YVES ROUSSEL, Chairman and CEO LVMH Fashion Group, representing LVMH

ANNE-FLORENCE SCHMITT, Editor in Chief, Madame Figaro

NADJA SWAROVSKI, Member of the Executive Board, representing Swarovski