

**ANDAM
FASHION AWARD
2018**

PRESS RELEASE
TUESDAY, FEBRUARY 6, 2018

**ANDAM OPENS ITS COMPETITION WITH A 430.000€
ENDOWMENT**

MENTORED BY PIERRE-YVES ROUSSEL, MEMBER OF THE EXECUTIVE COMMITTEE OF THE LVMH GROUP, THE 29TH EDITION OF THE ANDAM FASHION AWARDS IS OFFICIALLY OPENED TO APPLICATION.

OBO AND PREMIERE CLASSE - TUILERIES JOIN THE ANDAM CONSORTIUM OF SPONSORS

For its 2018 edition, ANDAM is honored to welcome OBO, an international creative and production management group and Premiere Classe – Tuileries, part of WSN Developpement's group, in its existing consortium of private and institutional sponsors.

The ANDAM actions are made possible thanks to the commitment of private sponsors, which renew and enhance their support annually. It includes: CHANEL, Chloé, Fondation Pierre Bergé - Yves Saint Laurent, Galeries Lafayette, Hermès, Kering, Longchamp, LVMH, M·A·C Cosmetics, MATCHESFASHION.COM, OTB, Swarovski, Tomorrow London Holdings 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.

Since last year and the launch of the Fashion Innovation Award, ANDAM Fashion Awards Competition is composed of four prizes: the main ANDAM Fashion Award, the Creative Label Award, the Accessories Award and the Fashion Innovation Award.

ANDAM FASHION AWARD GRAND PRIX

The main ANDAM Fashion Award – 250.000 € (\$307,000)* – grants a French, or a foreign designer willing to establish a sustainable business in France, thus contributing to the dynamism of Paris fashion scene and the French industry.

Pierre-Yves Roussel, is succeeding Francesca Bellettini, CEO of Maison Yves Saint Laurent, as the mentor of the 2018 ANDAM Fashion Awards.

For two years, the fellowship winner will benefit from a privileged mentorship on both the creative and strategic dimensions of her/his business, in order to develop her/his label and establish quickly its global reputation.

« Creative talent is always at the heart of major fashion success. For a designer, launching his or her own label is an extraordinary entrepreneurial journey but also a major challenge. Thanks to the unique support from the key players in Fashion in France, ANDAM rewards and helps the most promising designers in developing their brands from Paris. I am very happy to be once again the mentor of the ANDAM Fashion Awards. » Pierre-Yves Roussel, LVMH Group Executive Committee Member.

THE CREATIVE LABEL PRIZE

The Creative Label prize is intended to reward a French company in the fashion sector, giving the brand the means to grow and access to an international audience.

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Natalie Kingham, MATCHESFASHION.COM Buying Director, will help the winner of the Creative Label Prize, granted with 100.000€ (\$122,800)* define and implement her/ his digital and communication strategy, for a one-year duration.

«For the second year running, global luxuryretailer MATCHESFASHION.COM, are pleased to be supporting the ANDAM awards. I am delighted to be on the judging panel for the Creative Label prize for the ANDAM awards for 2018. My passion at MATCHESFASHION.COM is to discover and nurture young design talent and I feel privileged to be part of this process for such a prestigious award. I am excited to see the creativity and innovation that comes through this season.» Natalie Kingham, MATCHESFASHION.COM Buying Director

THE FASHION ACCESSORIES PRIZE

In addition to a 50.000€ (\$61,400)* financial endowment, the future winner of the Accessories Prize will benefit from mentoring through personal guidance and expert advices of Nadja Swarovski, Member of the Swarovski Executive Board.

«Swarovski is delighted to reaffirm its support for ANDAM with the 2018 edition of the competition. As a company founded over 120 years ago on the power of innovation, and with our long history of creative collaboration with Paris's most famed couturiers, today Swarovski is committed to supporting the next generation of creative and business talent in French fashion. I look forward to the exciting work of selecting this year's winners, and to mentoring the recipient of the Accessories Prize.»

Opened to candidacies last January 8th, the second edition of the Fashion Innovation Award will offer a 30.000€ grant and will be mentored by Clarisse Reille, general manager of DÉFI.

* Per current exchange rates

ANDAM REDESIGNS ITS SUPPORT PROGRAM FOR ITS FINALISTS AND WINNERS

In addition to the financial support, ANDAM develops this year a global support program for these young brands, thanks to the enhanced support of its sponsors and the French institutions.

Galleries Lafayette pledges to buy the Creative Label Prize winner's next two collections and give her/him the opportunity to display her/his next two collections in an exclusive space inside the Galleries Lafayette. The department store will offer her/him a one-year personalized support, from the construction of a collection, to the overall business strategy applying to department stores, in terms of products and merchandising. The finalists will benefit from a dedicated meeting to help them understand the department stores' key planning objectives and positioning.

IFM, Institut Français de la Mode pursues its involvement in ANDAM mentorship team. It will allow the finalists of the First Collections Prize and Fashion Accessories Prize to benefit from a privileged access to its IFM Labels program. This 12-month expert training provides young creative brands with some indispensable tools to grow in the global market: identity, supply, distribution, production, image and communication, finance...

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M·A·C Cosmetics is committed to the promotion of the finalists image and notoriety. It will assist all of them with their upcoming events. The winners will be provided with in-kind artistry and product support during Fashion Week for their shows and presentations as well as look book shoots and spécial events throughout the year.

MATCHESFASHION.COM's teams will meet with them to provide digital and commercial mentorship.

OBO will mentor the finalists and winners in the enhancement of their brand identity, development of their image, and advise them in the execution of their events.

Premiere Classe - Tuileries contributes to the promotion and visibility of the ANDAM finalists through a dedicated highlighting on its event during Paris Fashion Week associated to a targeted communication for French and international buyers. and journalists.

Swarovski will organize for all the finalists a dedicated workshop in its showroom to introduce them to Swarovski products' diversity and to the creative possibilities that crystals can bring to a collection. The ANDAM Fashion Award winner will receive a donation from Swarovski of crystals worth 10.000€ (\$12,300)* to use before end of 2018.

Tomorrow London Holdings Ltd, the Fashion Platform operating showrooms, distribution, consulting and manufacturing services out of Milan, London, Paris, New York and Hong Kong, will offer the Creative Label Prize winner a commercial and strategic mentorship. The winner will showcase her/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.

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. Chaired by Guillaume Houzé, ANDAM's sponsor, Director of Image and Communications for Galeries Lafayette and BHV MARAIS and President of Lafayette Anticipations-Galeries Lafayette corporate Foundation, 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 29th edition of this annual competition is now opened to applications until April 13th, 2018. Finalists will be nominated and announced in May, and a jury of fashion professionals will elect the fellowship winners on Friday, June 29th.



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