

**A N D A M
F A S H I O N A W A R D
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PRESS RELEASE

WEDNESDAY, FEBRUARY 1ST, 2017

ANDAM FASHION AWARDS: OPENING OF THE 2017 COMPETITION

REACHING A GLOBAL 430.000€ (\$454,000)* ENDOWMENT, ANDAM IS OFFICIALLY OPEN TO CANDIDACY.

ANDAM WELCOMES HERMÈS AND MATCHESFASHION.COM AND LAUNCHES A FOURTH PRIZE: THE ANDAM FASHION INNOVATION PRIZE.

FRANCESCA BELLETTINI, CEO OF THE HOUSE OF YVES SAINT LAURENT, IS THE OFFICIAL MENTOR OF THE 2017 ANDAM FASHION AWARD WINNER.

ANDAM LAUNCHES A FOURTH PRIZE: ANDAM FASHION INNOVATION PRIZE

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). 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.

Pascal Morand, executive chairman of the Fédération Française de la Couture 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.

"I founded ANDAM in 1989 with the mission to identify and guide the talents that will make the fashion of tomorrow. Thanks to the commitment of the DEFI, the French ministry of Culture and Communication, our private sponsors and the engagement of Hermès and MATCHESFASHION.COM, the creation of this fourth prize, the ANDAM Fashion Innovation Prize, supporting state-of-the-art technological innovation, falls directly within the framework of our action and acts in response to the current and future challenges of our creative industry." Nathalie Dufour, director of ANDAM.

ANDAM OPENS ITS COMPETITION WITH A RECORD 430 000€ ENDOWMENT

Since its 2015 edition, ANDAM Fashion Awards Competition is composed of three prizes: the main ANDAM Fashion Award, the First Collections Award and the Accessories Award.

The main ANDAM Fashion Award – 250.000 € (\$264,000)* – 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.

Francesca Bellettini, CEO of Maison Yves Saint Laurent, is succeeding Geoffroy de la Bourdonnaye, Chloé President, as the mentor of the 2017 ANDAM Fashion Awards.

For one year, 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.

"Saint Laurent has supported ANDAM for many years and I am proud to have personally been a part of this journey for the last four years. I am honored to be the official mentor of the 2017 ANDAM Fashion Award Edition, and this challenge is incredibly interesting to me. I am looking forward to encouraging new talents throughout their development, and I wish much success to all of the upcoming designers." Francesca Bellettini, CEO, Maison Yves Saint Laurent.

ANDAM FASHION AWARD 2017

The First Collections and Accessories prizes are intended to reward two French companies in the fashion sector. They will give them the means to grow and access to an international audience.

The Fashion Accessories Prize is reaching 50.000€ (\$53.000).

Ruth Chapman, co-founder and co-executive Chairman at MATCHESFASHION.COM, will help the winner of the First Collections Prize, granted with 100.000€ (\$105,000) * define and implement her/his digital and communication strategy, for a one-year duration.

“For 30 years MATCHESFASHION.COM has focused on innovation and emerging talent. In this our 30th anniversary year we are extremely excited to be joining with ANDAM to support new creativity and, as we expand our presence in France, we’re thrilled to be supporting French talent. I am particularly pleased to be making a personal contribution to the awards through mentorship of the First Collections Prize winner. MATCHESFASHION.COM has always been forward looking which is why we’re so keen to support ANDAM in nurturing the next generation of creativity and celebrating innovation in fashion.” Ruth Chapman, co-founder and co-executive Chairman at MATCHESFASHION.COM.

* Per current exchange rates

HERMES AND MATCHESFASHION.COM JOIN THE ANDAM CONSORTIUM OF SPONSORS

For its 2017 edition, ANDAM is honored to welcome the house of Hermès and the international luxury retailer MATCHESFASHION.COM 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, Kering, Longchamp, LVMH, M·A·C Cosmetics, 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.

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.

Galeries Lafayette pledges to buy the First Collections 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 Galeries 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...

ANDAM FASHION AWARD 2017

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 special events throughout the year.

Maison du Savoir-Faire et de la Création (French fashion suppliers institutional data bank) will provide the ANDAM winners with an individual monitoring to help them identify their production and technical needs. It will collaborate with them for their collections management, production control, and selection of manufacturers.

MATCHESFASHION.COM will offer the ANDAM Fashion Award finalists the opportunity to present their brands internationally through a global window on their website. MATCHESFASHION.COM's teams will meet with them to provide digital and commercial mentorship.

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 € (\$11,000)*.

Tomorrow London, the London, Paris, Milan based distribution showrooms, will offer the First Collections 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, 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.

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 28th edition of this annual competition is now opened to applications until April 14th, 2017. Finalists will be nominated and announced in May, and a jury of fashion professionals will elect the fellowship winners on June 30th, during the Paris Haute-Couture week.



DEFI CHANEL

Chloé

Fondation
PIERRE BERGÉ
YVES SAINT LAURENT



Groupe
Lafayette

Galeria
Lafayette

KERING

HERMÈS
PARIS

LONGCHAMP
PARIS

LVMH

MAC

MATCHESFASHION.COM
MODERN LUXURY SHOPPING

MONCLER

OTB

SWAROVSKI

Tomorrow

SAINT LAURENT
PARIS