

**A N D A M
F A S H I O N A W A R D
2 0 1 4**

**OPENING
OF THE
2014
COMPETITION**

PRESS RELEASE

ANDAM FASHION AWARD 2014

**FOUNDED
IN 1989
BY NATHALIE
DUFOUR**

with M. Pierre Bergé as president, ANDAM is destined to unite and coordinate the institutional and private players of this cultural industry, to develop strategic and transversal actions in favour of young designers and Paris influence, as the world's fashion capital.

I created the ANDAM award 25 years ago to identify and support the emerging talents of contemporary designers and assure the role of Paris as a key fashion capital. In light of globalization the development of our action has become essential and possible thanks to the mobilization of public institutions and private patrons. It belongs to us today to rise to the double challenge of the emergence of a new generation of designers in Paris and of the sustainability of the French fashion industry and its inherent 'savoirs-faire'. M. Pierre Bergé, président of ANDAM.

**THE 2014 ANDAM FASHION AWARD IS ORGANISED
THANKS TO THE VALUABLE SUPPORT OF ITS SPONSORS AND PARTNERS**



ANDAM
FASHION AWARD
2014

**ANDAM
CELEBRATES
25 YEARS
OF CREATION
AND OF
INTERNATIONAL
INFLUENCE**

Through its **two annual prizes of €250.000 (\$341,000) and €75.000 (\$102,000)**, **ANDAM attests to be a driving force in the development of fashion designers in France and through Europe**, thanks to the loyal support of the **french ministry of Culture and Communication, DEFI** - grouping of all French clothing industry - **and its private sponsors.**

**20
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**ANDAM BENEFITED FROM THE
COMMITMENT OF :**

Fashion GPS, Pierre Bergé
Yves Saint Laurent Foundation,
Hudson's Bay Company,
Les Galeries Lafayette,
Longchamp, LVMH,
OTB, Swarovski,
thecorner.com,
Yves Saint Laurent.

**20
14**

**ANDAM CELEBRATES ITS 25TH
ANNIVERSARY, WELCOMING IN
ITS CONSORTIUM OF SPONSORS-
INVESTORS :**

Kering Group represented by its CEO M.
François-Henri Pinault, **M·A·C Cosmetics**
represented by Group President, the Estee Lauder
Companies Inc., M. John Demsey, and **Tomorrow
London Limited** represented by its CEO
Stefano Martinetto.

I am very happy to welcome three new sponsors this year allowing us to strengthen our support to young fashion designers and widen our actions globally. More than ever, we are willing to attract tomorrow's talents in Paris. Paris has a unique dynamism and expertise, linking Couture know-how to European creativity.

Nathalie Dufour, director of ANDAM

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A GLOBAL ENDOWMENT OF €325.000

International Fashion Prize in the world, the ANDAM Fashion Award will offer to a French or foreign designer willing to establish a sustainable business in France thus contributing to the dynamism of Paris fashion scene and French industry :

€250 000

DONATION FOR
ANDAM FASHION AWARD

The fourth edition of the First Collections Prize will offer a grant to a young company based in France confirming ANDAM's committed support to the French fashion industry :

€75 000

DONATION FOR THE FIRST
COLLECTIONS PRIZE

IN ADDITION TO THESE FINANCIAL ENDOWMENTS,

the two fellowship winners will access to a worldwide visibility by having the opportunity to present their collections to the international corps of journalists and buyers during Paris Fashion Week in October 2014.

ANDAM
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FRANCOIS-HENRI PINAULT,
MENTOR OF THE 2014
ANDAM FASHION AWARD WINNER

CEO of Kering Group, François-Henri Pinault is succeeding Renzo Rosso, president of OTB Group, as the mentor of the 2014 ANDAM Fashion Award. For two years, the fellowship winner will benefit from a privileged mentorship on both creative and strategic (Financial, legal, marketing, communication, ..) dimensions of his/her business so as to develop his or her label and build an international reputation as rapidly as possible.

Supporting talent and encouraging creativity are part and parcel of the Kering vision, as expressed in our signature 'Empowering Imagination'. I believe it is our duty to promote young designers, and help them develop and reach their potential. By taking part in the ANDAM, I am happy Kering is contributing to Paris' influence in the creative field. I am also very proud to be the mentor of the 2014 edition of the ANDAM Fashion Award. I will do my best to help the winner bring a new, original and refreshing vision to the fashion world.

stated François-Henri Pinault.

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MENTORING AND SPECIFIC COLLABORATIONS

M·A·C Cosmetics

pledges to contribute to the promotion of the nominees image and notoriety by offering them in-kind make-up support both backstage during Fashion Week as well as makeup artistry and product for other collections, look books and various events throughout the year. The winners will be offered guidance to help develop their international awareness.

M.A.C is intrinsically steeped in fashion. For over 20 years we have collaborated with designers backstage and today we support over 850 shows globally each year. Beyond the runway, M·A·C pioneered the idea of makeup brands collaborating with established and emerging fashion designers and we look to align ourselves with organizations who authentically support advancement of the fashion community. For this reason we believe ANDAM is the perfect partner and are honored to work with an organization that helps nurture and sustain innovation in fashion by identifying emerging designers with the most promising creative potential. I am excited to join this exceptional panel in selecting the winning talent for the 2014 ANDAM fashion award and supporting their artistic expression. John Demsey, Group President, The Estée Lauder Companies Inc.

thecorner.com

is renewed for the new edition and will offer the 6 finalists of the ANDAM Fashion Award the opportunity to present their brands all over the world through the global window of the luxury online boutique. A special area entirely dedicated to the ANDAM Fashion Award on thecorner.com will showcase the FW14/15 collections of the designers. In addition to this, the finalists will be involved in an exclusive project where they can fully express and reveal their creativity.

Fashion GPS

will give the nominees a one-year digital and technological consultancy. They will have access to Fashion GPS expertise and the winner, to Eddie Mullon support regarding the development of his/her communication tools and optimization of his/her technological processes.

Hudson's Bay Company

Canada's leading department store, pledges to buy the Spring-Summer 2015 collection of the ANDAM Fashion Award's winner.

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La Maison du Savoir-Faire et de la Création

To help the designers meet their production and technical needs, ANDAM will collaborate with the 'Maison du Savoir-Faire et de la Création' whose mission is to promote the French fashion businesses that practice and preserve unique artisanal and industrial expertise by makes these business's skills available to brands and designers. With dedicated tools, services and assistance programs, they will give the ANDAM winners an individual monitoring and offer their expertise for their collections management and production control, including their selection of manufacturers the most suitable to translate their creativity.

Tomorrow London Limited

The London, Paris, Milan based distribution showroom, will offer the First Collections Prize winner a privileged commercial and strategic mentorship. The winner will show in Paris and Milan showrooms and Tomorrow will appoint a Brand Support Sales Manager to promote and sell the collection alongside the Designer team.

We are honoured for having been selected and appointed in the ANDAM prestigious jury. Our relentless commitment in supporting young designers will certainly help them grow their business.
said Stefano Martinetto, CEO of Tomorrow.

Galleries Lafayette

During Paris Fashion Week, Galleries Lafayette continues its support to the First Collections Prize winner by hosting and producing the presentation of its next collection to the press and buyers. To celebrate ANDAM 25th anniversary, and invited by Guillaume Houzé, group's communication and image director, an exhibition will be hosted from September 2014 at the Galerie des Galeries, exhibition space located on the 1st floor of the department store.

Swarovski

Swarovski will offer the finalists the opportunity to discover their product diversity and the creative possibilities crystals offer for a collection. Each designer will benefit from a dedicated workshop in the Swarovski showroom. Next September, Swarovski will partner with ANDAM to host the prize ceremony gala and celebrate 25 years of creation.

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