

ANDAM FASHION AWARDS: OPENING OF THE 2016 COMPETITION

GEOFFROY DE LA BOURDONNAYE, CHLOÉ PRESIDENT, IS THE OFFICIAL MENTOR OF THE 27TH EDITION OF ANDAM FASHION AWARD COMPETITION.

ANDAM GLOBAL ENDOWMENT REACHES 390.000 € (\$425,000)* FOR ITS THREE FASHION PRIZES INTERNATIONAL FASHION DESIGNERS APPLICATIONS CAN NOW BE SENT TO ANDAM THROUGH APRIL 15TH, 2016.

ANDAM WELCOMES CHLOÉ AS NEW SPONSOR, GEOFFROY DE LA BOURDONNAYE MENTORS THE 2016 MAIN ANDAM FASHION AWARD WINNER

ANDAM welcomes the house of Chloé as new sponsor and Geoffroy de la Bourdonnaye, Chloé President, is succeeding Bruno Pavlovsky, President of CHANEL Global Fashion, as the mentor of the 2016 main ANDAM Fashion Award. 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 international reputation.

“ Youth and creation have always been at the very core of the Chloé philosophy. Since it was founded by Gaby Aghion in 1952, the Maison has served as an incubator for young talents, many of whom have left a tremendous mark on the industry and fashion history. With this in mind, I’m proud to take on the role as mentor of the next ANDAM Fashion Award winner. Nathalie Dufour’s admirable initiative embodies the creative vision that Gaby once had for Chloé “, declared Chloé President, Geoffroy de la Bourdonnaye.

MONCLER JOINS THE ANDAM CONSORTIUM OF SPONSORS

For its 2016 edition, ANDAM is honored to welcome Moncler 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, Fondation Pierre Bergé – Yves Saint Laurent, Galeries Lafayette, Kering, Longchamp, LVMH, M·A·C Cosmetics, OTB, Swarovski, Tomorrow London Ltd, Maison Yves Saint Laurent. The ANDAM two historical public partners are the DEFI (part of the French ministry of Industry) and French ministry of Culture and Communication.

“ For those who, like me, work in this field, I believe it is essential to support creativity. Being able to look at what surrounds us, and knowing how to imagine our world in ways that change all the time, is truly a great talent. I personally would call it a gift. This gift should be nurtured, recognized and rewarded, specially among emerging designers, who will be the protagonists of the future. ANDAM is an ambassador of this philosophy. I salute its success, achieved through constant work and dedication to support young designers. It has reinforced my enthusiasm for taking part in this important project, which I am pleased to join today “, explained Remo Ruffini, Chairman and CEO of Moncler.

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ANDAM GLOBAL ENDOWMENT REACHES 390.000 € (\$425,000)*

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 € (\$270,000)* – 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.

The two other ANDAM 2016 prizes are benefiting from the additional sponsorships: The ANDAM First Collections Prize reaches 100.000 € (\$110,000)* and the Fashion Accessories Prize, 40.000 € (\$43,000)*.

These 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.

** Per current exchange rates*

ANDAM REDESIGNS ITS MENTORSHIP PROGRAM FOR ITS FINALISTS AND WINNERS

In addition to backing these young brands financially, ANDAM has developed an all-encompassing mentorship program, thanks to the enhanced support of its sponsors and the French institutions.

“ Beyond our financial support, the ANDAM winners need a privileged mentorship to enter the extremely competitive global market. Thanks to our customized program, every ANDAM winners have been able to develop strong, personal relationships with our dedicated sponsors. Their invaluable guidance has already allowed these young brands to establish themselves durably on the international fashion scene. Our partners’ expertise, combined with their generosity, is key to our mission success “, explains Nathalie Dufour, founder and director of ANDAM.

Galleries Lafayette, headed by communication and image Director Guillaume Houzé, strongly reinforces its support of ANDAM by offering a privileged mentoring program to the winner of the First Collections Prize. The Boulevard Haussmann department store has pledged to buy the winner’s next Collections. It will offer personalized support for an entire year, from the construction of a collection to general department store strategy both in terms of products and merchandising. The winner will also have the opportunity to display her/his next two collections in an exclusively dedicated space inside the Galleries Lafayette. The finalists will benefit from a dedicated meeting to help them understand the department stores’ needs in terms of products and merchandising.

IFM, Institut Français de la Mode is a new comer 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 18-month training program is an accelerator for young creative brands. Built on a synergy between training/exchange based group sessions and individual tailored coaching sessions, its aim is to accelerate the growth of young creative labels with high potential, by helping them structure their activity and products offer, clarify their communication strategy and commercial development.

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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. In addition, the winners will be offered a complete logistic and expertise support, from their lookbook photo shooting to the makeup team for their next shows backstage.

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.

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 of 10.000 € (\$11,000)*.

Tomorrow London, the New York, 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 27th edition of this annual competition is now opened to applications until April 15th, 2016. Finalists will be nominated and announced in May, and a jury of fashion professionals will elect the fellowship winners in July, during the Paris Haute-Couture week (Final dates to be confirmed soon).



DEFI
LA MODE DE FRANCE

CHANEL

Chloé

Fondation
PIERRE BERGÉ
YVES SAINT LAURENT

Galeries
Lafayette

KERING

LONGCHAMP
PARIS

LVMH

MAC

MONCLER

OTB

SWAROVSKI

Tomorrow

SAINT LAURENT
PARIS