

**A N D A M
F A S H I O N A W A R D
2 0 1 5**

PRESS RELEASE
MONDAY, JUNE 1ST, 2015

ANDAM ANNOUNCES ITS 2015 FINALISTS

AFTER REVIEWING THE APPLICATIONS RECEIVED THIS YEAR, THE 29 MEMBERS OF THE 2015 JUDGES PANEL HAVE SELECTED THE FINALISTS OF ANDAM'S 26TH EDITION. THANKS TO THE SUPPORT OF ITS FOURTEEN PRIVATE AND INSTITUTIONAL PARTNERS, THE ANDAM FASHION AWARD WILL BE ABLE TO GRANT THIS YEAR'S THREE WINNERS A TOTAL OF 370K EUROS (\$417K).

Testimony of Fleur Pellerin, French minister of Culture and Communication:

Fashion is part of our history and our heritage, but also an economic and cultural sector extraordinary lively. The fashion sector represents ancestral know-how linked with young creation energy. It accounts also hundreds of thousands jobs, a valuable asset for France's influence around the world, and the first good exported from France to Asia. This effervescence of French fashion is encouraged by « mode d'auteur », which constantly rewrites the rules and presents its innovation to the world. I welcome the ANDAM's actions, which are highlighting every year, the future major creative talents.

Testimony of Bruno Pavlovsky, President of CHANEL Global Fashion and mentor of the 2015 ANDAM Fashion Award's winner:

The selection of finalists for the 26th edition of the ANDAM fashion award is rich with talent. The ANDAM's role is to reveal, reward and accompany them. Sponsoring a new talent, helping him/her to set up for the long-term in Paris, giving access to know-how, serving his/her creativity, all of this is part of our mission.

Testimony of Nathalie Dufour, founder and director of ANDAM:

I am very proud of the strong coordination of our private and institutional sponsors which, all together, allow ANDAM to develop a global action and widen its support to all the sectors of the French fashion industry. I would like to honor the expertise and thank the commitment of our jury's members who selected 12 talented designers.

The 2015 ANDAM Fashion Award will offer three different prizes:

- The ANDAM Fashion Award («major award») of 250K euros (\$281K)
- The ANDAM First Collections Prize of 90K euros (\$100K)
- NEW - The Accessories Prize of 30K euros (\$34K)



CHANEL

Fondation
PIERRE BERGÉ
YVES SAINT LAURENT

G A L E R I E S
Lafayette

KERING

LONGCHAMP
PARIS

LVMH

DEFI
LA MODE DE FRANCE

MAC

OTB

THECORNER.COM

SWAROVSKI

Tomorrow

SAINT LAURENT
PARIS

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**THE FIVE 2015 NOMINEES FOR THE ANDAM FASHION AWARD
250K EUROS (MAJOR AWARD) ARE:**

**ANREALAGE
UMIT BENAN
PALLAS PARIS
PIGALLE PARIS
VÊTEMENTS**

The 2015 winner will benefit from a mentorship for a one-year duration by Bruno Pavlovsky, President of CHANEL Global Fashion. This privileged support will help her/him benefit from strategic advices for her/his project development.

In addition to the 250K euros ANDAM Award, the 2015 winner will benefit from :

- An exclusive collaboration with the luxury online boutique thecorner.com.
- An in-kind donation from Swarovski of 10K euros worth of crystals to be used within the year following his/her fellowship.



ANREALAGE



UMIT BENAN



PALLAS PARIS



PIGALLE PARIS



VÊTEMENTS

All five finalists of the ANDAM Fashion Award will be offered by:

- M·A·C Cosmetics, assistance for the promotion of the nominees' image and notoriety through 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.
- thecorner.com, the luxury online boutique, a concrete opportunity to develop their brands thanks to a front-rank window to present their FW 2015/16 collections globally, starting from the end of September 2015.
- Swarovski, a dedicated workshop in the Swarovski showroom to discover their products diversity and the creative possibilities crystals offer for a collection.

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**THE FOUR 2015 NOMINEES FOR THE ANDAM FIRST
COLLECTIONS PRIZE 90K EUROS ARE:**

**ÉTIENNE DEROEUX
GAUCHERE
JOUR/NE
LÉA PECKRE**

The winner of the 2015 ANDAM First Collections Prize will be offered by:

- Galeries Lafayette, the use of an exclusive space of Haussmann department's store, for the presentation of his/her two next collections SS 2016 and FW 2016, and a financial support for the production of these two events.
- Tomorrow London Ltd, the London, Paris, Milan based distribution showroom, 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.



ÉTIENNE DEROEUX



GAUCHERE



JOUR/NE



LÉA PECKRE

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**THE THREE 2015 NOMINEES FOR THE ANDAM ACCESSORIES
PRIZE 30K EUROS ARE:**

**CHARLOTTE CHESNAIS
HUGO MATHA
ANNELISE MICHELSON**

In addition to the financial endowment, the future winner of this first edition will benefit from Nadja Swarovski's mentoring through personal guidance and expert advices, for a one-year duration.



CHARLOTTE CHESNAIS



HUGO MATHA



ANNELISE MICHELSON

FELLOWSHIP WINNERS' ANNOUNCEMENT

The 29 members of the judges panel will meet on July 3th to select the 2015 ANDAM winners, on both creative and business potentials.

At that meeting, the 12 finalists will be given the opportunity to present their project to the judges panel. After deliberation, the winners will be chosen by simple majority vote.

ABOUT ANDAM

Founded under the initiative of the French ministry of Culture and the DEFI, with M. Pierre Bergé as president, ANDAM is dedicated to supporting young designers and reinforce Paris influence, as the world's fashion capital. To this end, ANDAM brings together institutional and private players of this cultural industry to develop coordinated, strategic and transversal actions.

The 2015 ANDAM Fashion Award partners are:

CHANEL, Pierre Bergé Yves Saint Laurent Foundation, Galeries Lafayette, Kering, Longchamp, LVMH, M-A-C Cosmetics, OTB, thecorner.com, Swarovski, Tomorrow London Ltd, Yves Saint Laurent, And the DEFI and ministry of Culture and Communication as institutional partners.

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JURY 2015

HAIDER ACKERMANN, designer

FRANCESCA BELLETTINI, CEO, representing the Maison Yves Saint Laurent

PIERRE BERGÉ, representing the Pierre Bergé Yves Saint Laurent Foundation

ANGELICA CHEUNG, editor in chief, Vogue Chine

LYNE COHEN-SOLAL, in charge of a fashion report for the ministry of Culture and Communication and the ministry of Economy, Industry and Digital Affairs

SOPHIE DELAFONTAINE, creative director, representing the Maison Longchamp

JOHN DEMSEY, Group President, The Estée Lauder Companies Inc, representing M·A·C Cosmetics

NATHALIE DUFOUR, founder and managing director, ANDAM

PAMELA GOLBIN, head curator, Musée des Arts Décoratifs

GUILLAUME HOUZÉ, communication and image director at Galeries Lafayette, representing Galeries Lafayette

OLIVIA KIM, director of creative projects, Nordstrom

CAROLINE DE MAIGRET, international model

FEDERICO MARCHETTI, founder and CEO of YOOX Group, representing thecorner.com

STEFANO MARTINETTO, CEO, representing Tomorrow London Ltd

BRUCE PASK, men's fashion director, Bergdorf Goodman

BRUNO PAVLOVSKY, president of CHANEL global fashion, representing CHANEL

NICOLE PHELPS, executive editor, style.com

JEAN-JACQUES PICART, fashion and luxury products consultant

FRANÇOIS-HENRI PINAULT, chairman and CEO, representing Kering

CLARISSE REILLE, managing director, DEFI

XAVIER ROMATET, CEO, Condé Nast France

RENZO ROSSO, president, representing OTB

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

FLORIANE DE SAINT-PIERRE, founder and CEO, Floriane de Saint-Pierre & Associés

FRANÇOISE-MARIE SANTUCCI, editor in chief, Elle

NADJA SWAROVSKI, Member of the Executive Board, representing Swarovski

RALPH TOLEDANO, president of the Fashion division, Puig

ANNE-SOPHIE VON CLAER, deputy director, Le Figaro