

ANDAM FASHION AWARDS 2015 : OPENING OF THE 2015 COMPETITION

MENTORED BY BRUNO PAVLOVSKY, PRESIDENT OF CHANEL GLOBAL FASHION, THE 26TH EDITION OF ANDAM FASHION AWARD IS OFFICIALLY OPENED TO APPLICATION. FOR THE FIRST TIME SINCE ITS CREATION, THE COMPETITION INTRODUCES A €30.000 PRIZE DEDICATED TO FASHION ACCESSORIES.

BRUNO PAVLOVSKY MENTORS THE 2015 ANDAM FASHION AWARD WINNER

President of CHANEL Global Fashion, Bruno Pavlovsky is succeeding François-Henri Pinault, Chairman and CEO of Kering Group, as the mentor of the 2015 ANDAM Fashion Award.

For two years, the fellowship winner will benefit from a privileged mentorship on both creative and strategic dimensions of her/his business (financial, legal, marketing, communication, production, ..) so as to develop her/his label and build an international reputation as rapidly as possible.

For the first time, CHANEL joins ANDAM as one of its 2015 sponsors, pursuing its commitment to the young talents of contemporary fashion.

By considering creation as the core of its activity, CHANEL fosters the heritage of the craftsmanship of Parisian "Métiers d'art", exceptional artisans and unique suppliers of Haute Couture, ready-to-wear and luxury accessories. CHANEL has also developed for many decades a close collaboration with French manufacturers.

I will have the great pleasure, as mentor of the 2015 ANDAM edition, to help the winner meet the unique French know-how, to give her/him advice and support needed to develop her/his creativity and innovation on the Parisian fashion scene, explained Bruno Pavlovsky.

THE FIRST COLLECTIONS PRIZE REINFORCES ITS SUPPORT TO FRENCH FASHION DESIGNERS

Each year, the ANDAM First Collections Prize rewards a young French company in the fashion sector and gives it access to an international audience. Created in 2011 under the DEFI initiative, the First Collections Prize reaches this year the amount of 90.000€. According to Nathalie Dufour, *this prize has now become essential for encouraging the rise of young talents in Paris and promoting the unique French know-how on an ever more competitive international fashion scene.*

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THIS EDITION LAUNCHES A 30.000€ FASHION ACCESSORIES PRIZE

Thanks to the enhanced support of its private sponsors, ANDAM opens its 26th edition with a new Fashion Accessories Prize, with a 30.000€ endowment, and widens its support to all the sectors of the fashion industry.

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.

Swarovski welcomes its continued partnership and congratulates ANDAM for this new initiative. We recognize the importance of fashion accessories within the industry, helping to create a complete story and the significance of identifying and cultivating the next generation of designers, to realize their vision and creativity at such a crucial stage in their careers.

I am delighted to mentor the future winner and accompany her/him in the strategic and creative development of her/his brand, said Nadja Swarovski, Member of the Swarovski Executive Board.

ANDAM GAINS POWER FOR ITS 26TH EDITION

I am very proud to chair ANDAM which, in the present world, is an exemplary organization gathering both public institutions and private sponsors, even competitors, around the joint mission of supporting creation. I wish to thank our sponsors for their faithful involvement and to welcome the arrival of CHANEL, all together, they contribute to a necessary action to strengthen the French fashion industry, and to foster emergent of international talents, said Pierre Bergé, ANDAM President.

ANDAM opens its 2015 competition with a global endowment raised to 370.000€, confirming its position as a driving force in the fashion support landscape in France and around the world.

For its 26th edition, the ANDAM Fashion Award winner will be granted with a 250.000€ endowment. This prize rewards 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.

CHANEL JOINS THE ANDAM CONSORTIUM OF SPONSORS

For the first year, ANDAM is honored to welcome CHANEL in its consortium of sponsors.

The ANDAM actions are made possible thanks to the commitment of private sponsors, which renew and enhance their support annually, including 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 two public institutions, DEFI and Ministry of Culture and Communication.

MENTORING & SPECIFIC COLLABORATIONS WITH ANDAM SPONSORS

Galleries Lafayette will offer to the First Collection Prize winner the use of an exclusive space of Haussmann department store, for the presentation of her/his next two collections SS2016 and FW16.

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M·A·C Cosmetics pledges to contribute to the promotion of the nominees' image and notoriety by offering them its know-how for their events. The winners will be offered guidance to help develop their international awareness. Additionally, the brand provides backstage artistry and product support throughout the year.

'**Maison du Savoir-Faire et de la Création**' will offer to the ANDAM winners an individual monitoring to help them meet their production and technical needs. It will help them with its expertise in terms of collections management, production control, and selection of manufacturers.

Swarovski will organize for all the finalists a dedicated workshop in the Swarovski 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 an in-kind donation from Swarovski of crystals worth of 10.000€.

Thecorner.com will offer the ANDAM Fashion Award finalists the opportunity to present their brands all over the world through a global window on the online boutique. A special area on thecorner.com, entirely dedicated to the ANDAM Fashion Award will showcase their FW15/16 collections. Additionally, a customized collaboration with the winner will be realized in order to support her/him.

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

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 support young designers and reinforce Paris influence, as the world fashion capital. To this end, ANDAM brings together institutional and private players of this cultural industry to develop coordinated strategic and transversal actions.

Created in 1989, the ANDAM Fashion Awards offer, each year, a financial and logistic support to fashion designers chosen after a long and in-depth process of selection. The 26th edition of this annual competition is now opened to application, until April 20th, 2015. After the finalists announcement next May, a jury of fashion professionals will elect the fellowship winners, on July 3rd, 2015 during the Paris Haute-Couture week.

Bruno Pavlovsky, President of CHANEL Global Fashion, is succeeding as the 2015 ANDAM mentor to François-Henri Pinault, Chairman and CEO of Kering Group and 2014 mentor, Renzo Rosso, President of OTB Group and 2013 mentor, Pierre-Yves Roussel, Chairman and CEO LVMH Fashion Group and 2012 mentor and Ralph Toledano, President of PUIG Fashion Division and mentor 2011.



DEFI
LA MODE DE FRANCE

CHANEL

Fondation
PIERRE BERGÉ
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GALERIES
Lafayette

KERING

LONGCHAMP
PARIS

LVMH

MAC

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THECORNER.COM

SWAROVSKI

Tomorrow

SAINT LAURENT
PARIS