

**ANDAM
FASHION AWARD
2015**

PRESS RELEASE
FRIDAY, JULY 3RD, 2015

ANDAM ANNOUNCES ITS 2015 WINNERS

Founded in 1989 by Nathalie Dufour, under the initiative of the French ministry of Culture and the DEFI, ANDAM (National Association for the Development of the Fashion Arts) seeks, in the words of its president Mr Pierre Bergé, "through its awards and thanks to the coordination of the major actors of the fashion industry, to identify and support the emerging talents of contemporary creation and assure the role of Paris as a key fashion capital."

Composed by its partners – French ministry of Culture, DEFI, 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 professionals from the sector, the jury members met on Friday, July 3th to select by simple majority vote, the fellowship winners of the 2015 ANDAM Fashion Award edition.

The 12 finalists presented individually their business and creative project to the 29 members of the jury. Following the interviews, the jury decided to award:

THE GRAND PRIZE, WITH 250K EUROS (\$281K) TO:

PIGALLE PARIS

Bruno Pavlovsky, President of CHANEL Fashion Activities, President of Paraffection and mentor of the 2015 ANDAM Grand Prize winner:

There were 5 very different candidates. All very passionate, who made very remarkable presentations. Pigalle is a nascent adventure, taking into consideration the age of the brand and the designer. It is a beautiful story, full of enthusiasm, creativity and a sense of craftsmanship. We will get to know one another. Pigalle has the ability to make its products evolve with the know-how of Paraffection.

THE FIRST COLLECTIONS PRIZE OF 90K EUROS (\$100K), TO:

LÉA PECKRE

THE FIRST EDITION OF THE ACCESSORIES PRIZE OF 30K EUROS (\$34K), TO:

CHARLOTTE CHESNAIS

Nadja Swarovski, Member of Swarovski Executive Board:

It is our great pleasure to award the 2015 ANDAM Prize to Charlotte. Swarovski has a long history of supporting emerging talents across the creative industries and we hope that this prize and its endowment will both reward Charlotte for her collections so far, and help her take her work to the next level. The judges were won over by her stunning use of curved forms in her jewelry, and I look forward to working together with Charlotte to further develop her brand.



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

SWAROVSKI

Tomorrow

SAINT LAURENT
PARIS

RELATIONS PRESSE: Karla Otto Paris - andam@karlaotto.com - +33 (0)1 42 61 34 36

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PIGALLE PARIS



It is incredible, I am so glad. Seeing life in colors, diversity, peace, love.. Making fashion to create wellbeing is what I feel and I thank the Jury for celebrating all this today. Life is a miracle - together, as one.

**PIGALLE PARIS,
2015 Grand Prize winner**

Pigalle Paris was founded in October 2008 by designer Stephane Ashpool. Starting as a multi-brand boutique carrying collections from emerging Japanese designers and international avant-garde brands, Pi galle quickly developed its own lines presented at every Paris Men's Fashion Week since June 2009. In 2014, after many eclectic collections and shows, the American website style.com ranked Stephane Ashpool among the 20 most influential people in Men's Fashion. Pigalle is not only a brand, it is a movement, supporting different mediums from music to nightlife through Stephane Ashpool's creative collective Pain O Chokolat.
www.pigalle-paris.com

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LÉA PECKRE



We are very honored to be supported in our design process and be told that what we do worth it. Thank you to ANDAM and jury's members to recognize our work and encourage the futur projects of the brand.

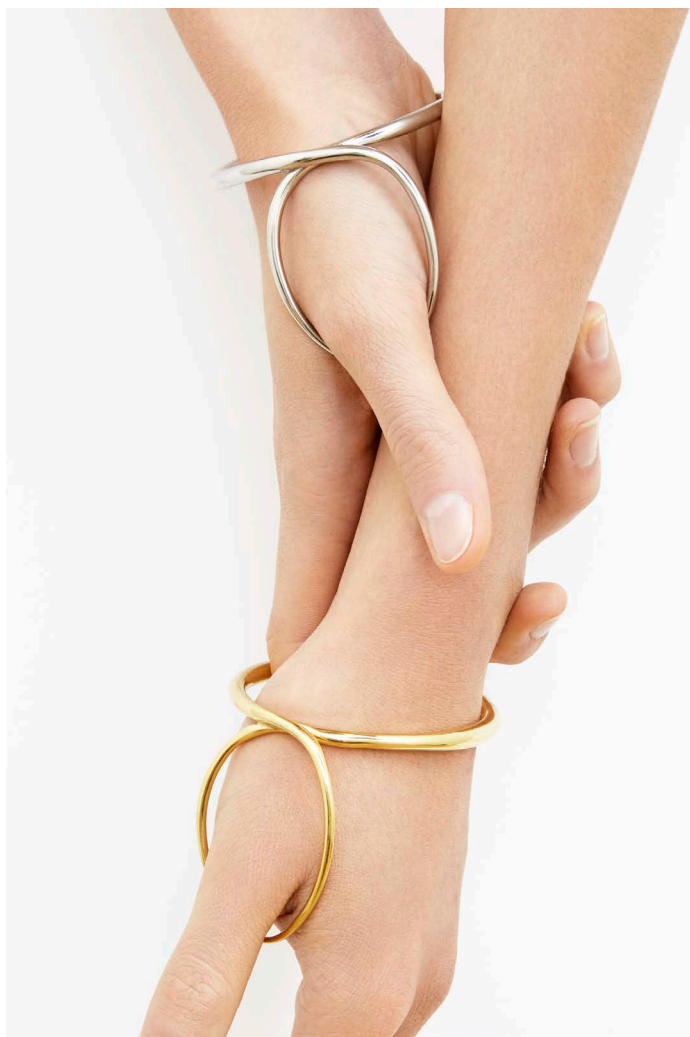
**LÉA PECKRE,
2015 First Collections Prize winner**

Léa Peckre studied at the Ecole de la Cambre in Brussels a Bachelor & Master of Fashion Design. After graduation, she became junior designer at Isabel Marant. In 2013, Léa Peckre founded her brand and showed her women ready-to-wear collection during Paris Fashion Week since 2014. For the 130th anniversary of Maison Lejaby, she presented a capsule collection for FW14/15.

www.leapeckre.com

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CHARLOTTE CHESNAIS



I am very pleased. My first collection was my first baby, ANDAM my second and the third one is coming in two weeks. I sincerely thank all the jury's members for their welcome and very grateful for the recognition they give me today.

**CHARLOTTE CHESNAIS,
2015 Accessories Prize winner**

After graduating from Studio Berçot in Paris, Charlotte Chesnais worked at Balenciaga as a senior designer ready-to-wear and jewelry for 9 years. End of 2012, she became freelance for ready-to-wear design for Kenzo and Maison Kitsune. She works today for Maiyet in NY (jewelry) and for Paco Rabanne (bags and jewelry). In 2014, Charlotte Chesnais founded her brand of gold and silver jewelry. Her first line was sold at Colette, Bon Marché and Webster Miami.

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

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