

ANDAM
FASHION AWARD
2013

Founded in 1989 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 M. Pierre Bergé, "To identify emerging talents in contemporary fashion design and offer them through its award, the means to exist, to produce a runway show during Paris Fashion Week, and to establish and develop their label in France over time, thus perpetuating the dynamism of the Parisian fashion scene."

ANDAM launches its 24th edition with a global endowment of € 325.000

Thanks to the loyal support of its sponsors (Fashion GPS, the Pierre Bergé - Yves Saint Laurent Foundation, Longchamp, Yves Saint Laurent, les Galeries Lafayette, thecorner.com, OTB, LVMH, Swarovski, Hudson's Bay Company), as well as two public institutions, the DEFI and the French Ministry of Culture and Communication, **ANDAM attests to be the largest international fashion prize reinforcing its role as a driving force in the development of fashion designers in France and through Europe.**

First international fashion prize opened to designers of any nationality, the **ANDAM Fashion Award** reaches the record total of **€ 250.000** and reaffirms the leadership of Paris on the worldwide fashion scene.

The third edition of the **First Collections Prize** will offer a **€75.000** grant to a young company based in France confirming ANDAM's committed support to the French fashion industry.

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 2013.



DEFI

FASHION GPS

Fondation
PIERRE BERGÉ
YVES SAINT LAURENT

LONGCHAMP
PARIS

LVMH

OTB

SWAROVSKI

SAINT LAURENT
PARIS

GALERIES
Lafayette



G. THECORNER.COM

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Renzo Rosso, mentor of the 2013 winners

President of OTB (Maison Martin Margiela, Marni, Viktor&Rolf, Diesel, Staff International), Renzo Rosso is succeeding Pierre-Yves Roussel as the mentor of the 2013 ANDAM Fashion Award. In addition to the financial endowment, the 2013 winners will have the benefit of strategic, creative and commercial coaching from one of the most prominent entrepreneurs of the worldwide fashion industry. His “hands-on” mentorship will enable the winners to develop his or her label and build an international reputation as rapidly as possible.

Fashion GPS joins ANDAM sponsors

Created in 2006 by Eddie Mullon and influenced by design and PR executives from New York, Paris, London and Milan, Fashion GPS offers cutting edge digital solutions to address the need for efficiency in fashion industry. The 2013 ANDAM Fashion Award will have access to Fashion GPS and will benefit from a continuous support for the next two years.

Development of specific collaborations with ANDAM sponsors

For the second consecutive year, the prestigious online boutique for contemporary creativity, thecorner.com, will offer the six finalists of the ANDAM Fashion Award concrete opportunities to develop the brand and raise their awareness internationally, thanks to a front-rank window to present their Fall-Winter 2013/14 collections. In addition to this, thecorner.com will involve the finalists more and more in a special initiative extending their global exposure.

Les Galleries Lafayette will give the First Collections Prize’s winner the use of “La Suite” exclusive space to organize an event and present her/his next two collections during Paris Fashion Weeks.

Hudson’s Bay Company, Canada’s leading department store, pledges to buy the Spring-Summer 2014 collection of the ANDAM Fashion Award’s winner.

Swarovski will offer the ANDAM Fashion Award’s winner an in-kind donation of €10,000 worth of crystals to be used within the year following his fellowship.

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**Hélène Guillaume and Eddie Mullon
join ANDAM international jury**

Made up of ANDAM's private and corporate sponsors plus fashion professionals known for their outstanding expertise, the judges' panel for the 2013 ANDAM Fashion Awards will choose the fellowship winners, depending on the quality of their creative and business projects. Candidates can be either French residents or foreign nationals who plan to develop their operations in France starting in 2013.

ANDAM Sponsors

Eddie Mullon, CEO, representing **Fashion GPS**

Pierre Bergé, representing the **Pierre Bergé - Yves Saint Laurent Foundation**

Sophie Delafontaine, creative director, representing the House of **Longchamp**

Paul Deneve, CEO, representing the house of **Yves Saint Laurent**

Guillaume Houzé, group's sponsorship and image director, representing the **Galleries Lafayette**

Federico Marchetti, founder and CEO of YOOX Group, representing thecorner.com

Renzo Rosso, president, representing **OTB**

Pierre-Yves Roussel, CEO of the fashion division, representing **LVMH**

Nadja Swarovski, Executive Board member representing **Swarovski**

Suzanne Timmins, creative director, representing **Hudson's Bay Company**

Fashion professionals

Emmanuelle Alt, editor in chief, *Vogue Paris*

Sarah Andelman, purchasing manager and creative director, *colette*

Angelica Cheung, editor in chief, *Vogue China*

Nathalie Dufour, founder and managing director, **ANDAM**

Pamela Golbin, head curator, *Musée des Arts Décoratifs*

Humberto Leon, co-owner, *Opening Ceremony*

Hélène Guillaume, editor of the fashion and beauty sections, *Le Figaro*

Nicole Phelps, editor in chief, *Style.com*

Jean-Jacques Picart, fashion and luxury products consultant

Katell Pouliquen, deputy editor in chief, *L'Express Styles*

Clarisse Reille, managing director, *DEFI*

Pierre Oudart, director in charge of the plastic arts, *Ministry of Culture*

Valérie Toranian, editorial director, *Elle*

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Julien David
lauréat du Grand Prix 2012
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Pièce d'Anarchie
lauréat du Prix des Premières Collections 2012
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