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 M. Pierre Bergé, "to identify and support, through its awards, the emerging talents of contemporary designers and assure the role of Paris as a key fashion capital."



After reviewing the applications received this year, the 25 members of the 2014 judges panel have selected the finalists of ANDAM's 25th edition. "I am thrilled to be presenting this year new selection of talents. Thanks to the ANDAM Fashion Award, one of them is bound to become a French company. This brand will become an official actor of the prestigious Paris fashion scene, participating to its international leadership." says Nathalie Dufour, director of ANDAM.

Thanks to the generous support of its thirteen private partners, the ANDAM Fashion Award will be able to grant this year' two winners a total of **325K euros**.(\$445K)

The 2014 ANDAM Fashion Award partners are:

Fashion GPS, Pierre Bergé Yves Saint Laurent Foundation, Galeries Lafayette, Hudson's Bay Company, Kering, Longchamp, LVMH, MAC Cosmetics, OTB, Swarovski, thecorner.com, Tomorrow London Ltd, the house of Yves Saint Laurent.

The 2014 ANDAM Fashion Award will offer two different prizes:

- -The ANDAM Fashion Award («major award») of 250K euros (\$342K)
- -The ANDAM First Collections Prize, of 75K euros (\$103K)

The winners for both prizes will be elected by the 25 members of the judges panel on July 3rd 2014.









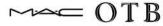














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The seven 2014 nominees for the ANDAM Fashion Award 250K euros (Major Award) are:

ETUDES STUDIO
RAD HOURANI
JEAN-PAUL LESPAGNARD
FAUSTO PUGLISI
STEVEN TAI
IRIS VAN HERPEN
YIQING YIN

In addition to the 250K euros ANDAM Award, the 2014 winner will benefit from

Mentorship for two consecutive seasons by François-Henri Pinault, chairman and CEO of **Kering**, who will advise the winner in his or her creative, corporate and commercial development,

An exclusive collaboration with the luxury online boutique thecorner.com,

The support of **Hudson's Bay Company**, Canada's leading department store, which pledges to buy the winning Spring-Summer 2015 collection,

An in-kind donation from **Swarovski** of 10K euros worth of crystals to be used within the year following his/her fellowship.

All the seven finalists of the ANDAM Fashion Award will be offered by

MAC 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,

Fashion GPS, a one-year digital and technological consultancy. The winner will benefit from the personal advices of Eddie Mullon, CEO, regarding the development of his/her communication tools and optimization of his/her technological processes,

thecorner.com, the luxury online boutique, a concrete opportunity to develop their brands, for the third edition, thanks to a front-rank window to present their FW 2014/15 collections globally, starting from the end of September 2014,

Swarovski, a dedicated workshop in the Swarovski showroom to discover their products diversity and the creative possibilities crystals offer for a collection.















Yiqing Yin

Finalist ANDAM Fashion Award

Graduated from the ENSAD decorative arts school in Paris in September 2009, Yiqing Yin won the City of Paris Grand Prix de la Création the same year. In June 2011, she is the ANDAM First Collection Prize winner and enters Paris Haute Couture official calendar as « invited member » six month later. Since March 2012, she presents a luxury ready-to-wear collection. Last January, she was named artistic director of the French fashion house Leonard.

The three 2014 nominees for the ANDAM First Collections prize 75K euros are

COPERNI GAUCHÈRE MONOGRAPHIE

The winner of the 2014 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 SS2015 and FW15, 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.

The 25 members of the judges panel will meet again on July 3th to select the winner of the 2014 ANDAM Fashion Award, on both creative and business potentials.

At that meeting, the 10 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.

PRESS RELATIONS

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Gauchère

Finalist First Collections Prize

Graduated from New York's
Parsons School of Design,
Marie-Christine Statz worked as
Assistant Designer at Narciso
Rodriguez and Diane Von
Furstenberg. In 2009, she moved to
Paris to receive a special qualification
in Haute Couture at Chambre Syndicale
de la Couture Parisienne. She opened
her studio in 2011 and presented the
first GAUCHERE collection in October
2012 in Paris.



Monographie Finalist First Collections Prize

After studying at ESMOD Paris, Aude Castéja began her carrier as a press agent at Karla Otto London. She moved to Paris in 2010 to work as collection assistant at Céline. After various commercial experiences for Bouchra Jarrar and Michel Klein, she launched her own brand Monographie and presented her first SS2014 collection at the Designers Apartment in Paris.

ANDAM

FASHION AWARD

2014



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