

**ANDAM  
FASHION AWARD  
2013**

Founded in 1989 by Nathalie Dufour, 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 announces its 2013 finalists**

After reviewing the applications received this year, the 23 members of the 2013 judges panel have selected the finalists of ANDAM's 24<sup>th</sup> edition.

"Thanks to the faithful support of our partners, the 2013 competition is an exceptional edition. I am very proud to gather together the major actors of our creative industry more and more coordinated to support the young designers" says Nathalie Dufour, director of ANDAM.

The seven finalists of the ANDAM Fashion Award,  
€250.000

**AMI – Alexandre Mattiussi**  
**Olympia Le-Tan**  
**Yang Li**  
**Pedro Lourenço**  
**Maison Rabih Kayrouz**  
**Masha Ma**  
**Iris Van Herpen**



**A N D A M  
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2 0 1 3**

**The seven finalists of the ANDAM  
Fashion Award will be offered by**

thecorner.com, the luxury online boutique, will offer the 7 finalists of the Andam Fashion Award a concrete opportunity to develop their brands through a global exposure, thanks to a front-rank window to present the FW 2013/14 collections. In addition to this, thecorner.com will involve the 7 designers in a special initiative that will be presented exclusively on thecorner.com in time with the launch of the dedicated area online, **starting from the end of September 2013**.

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

ANDAM finalists, owner of a French company, would like to open their capital to investor will have a privileged access to “Mode et Finance” which will process their file.

With the Fédération Française du Prêt-à-Porter Féminin's support, they could also benefit from the IFCIC funds.

**In addition to the €250.000 ANDAM fellowship, the 2013 winner will also receive:**

Mentorship for two consecutive seasons by Renzo Rosso, president of **OTB**, who will advise the winner in his or her creative, corporate and commercial development,

Access to **Fashion GPS** and will benefit from a continuous support for the next two years,

The support of **Hudson's Bay Company**, Canada's leading department store, which pledges to buy the winning Spring-Summer 2014 collection,

An in-kind donation from **Swarovski** of €10,000 worth of crystals to be used within the year following his/her fellowship.

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2013



**AMI – Alexandre  
Mattiussi**

Finalist Grand Prix

Graduated from Duperré School, Alexander Mattiussi honed his knowledge at Dior's '30 Avenue Montaigne' men's line, before joining Givenchy as first menswear assistant in 2004 and Marc Jacobs Men in 2009. In 2010, he launched his own label AMI, a unique concept of ready-to-wear for men: a complete men's wardrobe, well designed, easy, chic and above all, cool. He showed his first collection in January 2011, during Paris Men Fashion Week.

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FASHION AWARD  
2013



**Olympia Le-Tan**

Finalist Grand Prix

Self-taught fashion designer, Olympia Le-Tan started her career at the Chanel design studio with Karl Lagerfeld before working closely with Gilles Dufour during 7 years. In 2009, she launched her eponymous accessories label, to create one of a kind handbags and minaudières. In March 2012, she launched her first ready-to-wear collection, classic clothes with a twist, a mix between Olympia's British and Paris heritage.

A woman with long dark hair is walking on a runway. She is wearing a dark grey, knee-length coat with a wide, light-colored belt. Her hands are in her pockets. In the background, there is a camera operator and a display of shoes.

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FASHION AWARD  
2013

**Yang Li**

Finalist Grand Prix

Born in Beijing, raised in Australia, Yang Li moved to London and studied at the Central Saint Martins. In 2011, he founded his own label and presented his first collection in Paris. Yang Li is a determined research into how clothing/ fashion expresses human attitudes and emotions often taking the iconic out of context.

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**Pedro Lourenço**

Finalist Grand Prix

As the son of the Brazilian designers Gloria Coelho and Reinaldo Lourenço, Pedro Lourenço inhaled all facets of fashion since infancy. Starting design at the age of 12 for his mother's second label, Carlota Joakina, the practical experience has always been his school. At only 15 years old, he launched his own label at Sao Paulo Fashion Week. In October 2010, he presented his collection for the first time in Paris Fashion Week's official calendar.

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FASHION AWARD  
2013



**Rabih Kayrouz**

Finalist Grand Prix

After graduating from the Ecole de la Chambre Syndicale de la Couture in Paris and training in the workshops of Chanel and Dior, Rabih Kayrouz went back to Lebanon to found his own Couture House in 1997. Ten years later, he went back to Paris to open his own design label made in France, Maison Rabih Kayrouz. From his first collection, he is invited to participate in the official calendar of couture fashion shows in 2009 and later joined the ready-to-wear calendar, debuting in March 2012.

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FASHION AWARD  
2013



**Masha Ma**

Finalist Grand Prix

Graduated from Central Saint Martins in 2008, Masha Ma worked under Alexander McQueen and launched her eponymous label in 2011. After three seasons showed during London Fashion Week, she decided to move to Paris and presented her first collection on the official Paris Fashion Week calendar in March 2012.





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FASHION AWARD  
2013

**Iris Van Herpen**

Finalist Grand Prix

After graduating in 2006 from the Art Institute of Arnhem ArtEZ, Iris Van Herpen started by working for Alexander McQueen in London and went on to present her first collection in 2007 in Amsterdam. Thanks to her cutting-edge approach to creation, she integrated the official calendar of France's Chambre Syndicale de la Haute Couture in 2011. She presented her first ready-to-wear collection last March during Paris Fashion Week.

**A N D A M  
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The three finalists of the First Collections  
Award, €75.000

**Aganovich  
Calla Haynes  
Christine Phung**

Thanks to the generous support of its ten private partners — Fashion GPS, Hudson's Bay Company, Longchamp, LVMH, Galeries Lafayette, the Pierre-Bergé-Yves Saint Laurent Foundation, OTB, Swarovski, thecorner.com and the House of Yves Saint Laurent — the ANDAM Fashion Award will be able to grant this year's winner a total of €75,000

To go further in the support of the young fellowship winner and offer him a strong visibility, the Galeries Lafayette will give him the use of "La Suite", an exclusive space located on the 6<sup>th</sup> floor of Haussmann department's store, for the installation of her/his showroom during the two editions of Paris Fashion Weeks following her/his ANDAM fellowship.

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FASHION AWARD  
2013



**Aganovich**

Finalist First Collections Prize

Partners in both work and life, Nana Aganovich and Brooke Taylor decided to combine their experiences in both fashion design and literature to launch their own fashion label. Initially London-based, they decided to focus on Paris where they showed their first collection in October 2009. Produced in France, Aganovich duo is constantly experimenting and referring to artistic references.

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FASHION AWARD  
2013



**Calla Haynes**

Finalist First Collections Prize

After completing her studies at Parsons School of Design, Calla Haynes came to France, where she worked as an assistant designer for Rochas and later for Nina Ricci. In October 2009, she founded her own label and since then, has presented her ready-to-wear collections during the Paris Fashion Week. Calla Haynes collaborated with many well-known designers, including Alexander Wang, Commuun and Thomas Engel Hart and more recently with the labels Honest By, April 77 and Comptoir des Cotonniers.

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FASHION AWARD  
2013



**Christine Phung**

Finalist First Collections Prize

Graduated from Duperré school and IFM, Christine Phung successively worked for Christophe Lemaire, Chloé, Vanessa Bruno, Lacoste and Dior. In 2011, she created her own label and won the 'Grand Prix de la Ville Paris'. In 2012, she finished her first collection and is nominated among the finalists of Mango Fashion Awards. Last March, she was selected by the French Federation of Couture to present her third collection at the Designer Apartments.

# ANDAM FASHION AWARD 2013

The judges will meet again on July 4<sup>th</sup> to select the winner of the 2013 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 national commission. After deliberation, the winners will be chosen by simple majority vote.

## 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 **Galeries Lafayette**

Federico Marchetti, founder and CEO of YOOX Group, representing [thecorner.com](http://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, SVP and fashion 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*

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