

30 YEARS AFTER MARTIN MARGIELA, ANDAM REVEALS ITS 2019 WINNERS

This Thursday, June 27th, the 13 finalists met individually the 27 members of the jury to present their business and creative project. Following the interviews, the jury decided to award :

THE GRAND PRIZE, WITH 250K EUROS (\$280K) TO:

Koché

For one year, the fellowship winner Christelle Kocher will benefit from a privileged mentorship by Renzo Rosso, OTB President, on both the creative and strategic dimensions of her business, in order to develop her label and establish quickly its international reputation.

“Christelle has a rich background and a very definite vision. Her approach to fashion is modern, democratic, colorful, sportswear-inspired. I think she has a long future ahead of her and I look forward to helping her with my mentorship and guidance.”

RENZO ROSSO, CEO, OTB

Christelle Kocher will be given the opportunity to collaborate with **Swarovski** for her next show, up to 10 000 euros worth of crystal.

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THE CREATIVE LABEL PRIZE OF 100K EUROS (\$111K), TO :

Nicolas Lecourt Mansion

Xavier Clergerie, founder of Who's Next, Premiere Classe & Jean-Louis, will help Nicolas Lecourt Mansion structure his company:

"Congratulations to Nicolas Lecourt Mansion for his work and path that led him to the Creative Label Prize. I am looking forward to guiding him in his business development. Creation is an act of love and spirituality; I am convinced of its major role as driving force in the evolution of humanity."

XAVIER CLERGERIE, FOUNDER, PREMIERE CLASSE, WHO'S NEXT AND JEAN-LOUIS

Les Galeries Lafayette pledges to buy Nicolas Lecourt Mansion's two next collections and to give him an exclusive visibility in its Paris flagship store space dedicated to young creation. Nicolas Lecourt Mansion will also meet the buyer teams for mentoring sessions axed on better understanding the department stores' expectations in terms of collections and merchandising.

Tomorrow London Ltd, the Fashion Platform operating showrooms, distribution, consulting and manufacturing services out of Milan, London, Paris, New York and Hong Kong, will offer Nicolas Lecourt Mansion a commercial and strategic mentorship. He will showcase his collection in the Paris and Milan showrooms. Tomorrow will appoint a Brand Support Sales Manager to promote and sell the collection alongside the designer's team.

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THE ACCESSORIES PRIZE OF 50K EUROS (\$56K), TO:

Khaore

Wei Hung Chen & Raiheth Rawla will benefit from mentoring through personal guidance and expert advices of Guillaume de Seynes, General Manager, **Hermès**:

"I am pleased that the ANDAM jury chose Khaore as winner of the ANDAM Accessories Prize. I particularly appreciated their creativity and sense of quality and will be happy to mentor them within the next year."

GUILLAUME DE SEYNES, EXECUTIVE VICE-PRESIDENT, HERMÈS

The three fellowship winners will get individual meetings with Galeries Lafayette's team to help them on their sales, positioning and merchandising strategies.

THE FASHION INNOVATION AWARD OF 30K EUROS (\$33K), TO:

Worn Again Technologies

Pascal Morand, Executive President of Fédération de la Haute Couture et de la Mode, will provide Cyndi Rhoades with a one-year duration mentoring to help her develop her structure and as well as providing access to consulting and support from the professionals in the fashion technology sector:

"Worn Again Technologies is the brilliant winner of the ANDAM Fashion Innovation Award. The presented technological innovation brings an important contribution to the development of circular economy. Achieving to decompose fabrics blending various raw materials is a key issue for downcycling and upcycling, and more globally for the future of our industry and the primacy of creation."

PASCAL MORAND, EXECUTIVE PRESIDENT OF FÉDÉRATION
DE LA HAUTE COUTURE ET DE LA MODE

**THE FOUR 2019 ANDAM WINNERS WILL RECEIVE A CRYSTAL TROPHY,
GENEROUSLY OFFERED BY SWAROVSKI.**

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KOCHÉ

ANDAM GRAND PRIZE 2019



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2019

NICOLAS LECOURT MANSION

ANDAM CREATIVE LABEL PRIZE 2019



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KHAORE

ANDAM ACCESSORIES PRIZE 2019



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2019

WORN AGAIN

ANDAM INNOVATION AWARD 2019



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2019

ABOUT ANDAM

Founded by Nathalie Dufour, ANDAM is dedicated to supporting young designers and reinforcing Paris influence, as the world fashion capital.

To this end, ANDAM brings together institutional and major private actors of this cultural industry to develop coordinated strategies and transversal actions.

Created in 1989, the annual ANDAM Fashion Awards offer a financial and logistic support to fashion designers chosen after a long and in-depth process of selection.

The 2019 ANDAM Fashion Award partners are:

CHANEL, Chloé, Fondation Pierre Bergé - Yves Saint Laurent, Galeries Lafayette, Hermès, Kering, Lacoste, Longchamp, LVMH, OBO, OTB, Premiere Classe, SAINT LAURENT, Swarovski, Tomorrow London Holdings Ltd, and the DEFI and ministry of Culture as historical public partners and main financial sponsors.

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CHANEL

Chloé

Fondation
PIERRE BERGÉ
YVES SAINT LAURENT



Galeries
Lafayette

KERING



LACOSTE

LONGCHAMP
PARIS

LVMH



OTB

Premiere Classe

SAINT LAURENT

SWAROVSKI

TOMORROW