

# ANDAM OPENS ITS 2020 COMPETITION WITH A RECORD 450.000 €

## ENDOWMENT TO SUPPORT THE FRENCH FASHION INDUSTRY

### **Google France and L'Oréal Paris joins the major actors of the fashion industry united around a common mission: reveal tomorrow's designers.**

Since 31 years, ANDAM brings together institutional and major private actors of the fashion industry to develop coordinated strategies and transversal actions in order to offer the emerging talents of contemporary designers a financial and strategic support and assure the role of Paris as a key fashion capital.

The ANDAM actions are made possible thanks to the commitment of its two historical partners and main financial sponsors - DEFI (Committee for the Promotion and Development of the French Fashion Industry) and French ministry of Culture – as well as private sponsors, which renew and increase their support annually. It includes: CHANEL, Chloé, Fondation Pierre Bergé - Yves Saint Laurent, Galeries Lafayette, Hermès, Kering, Lacoste, Longchamp, LVMH, OBO, OTB, Premiere Classe, SAINT LAURENT, Swarovski, Tomorrow.

In 2020, ANDAM welcomes among its private sponsors:

- Google France and Jacquard team, a strategic support in terms of technologic innovation and communication;
- L'Oréal Paris, a strategic beauty partner for every young designers who shows in Paris.

*“As an official partner of Paris Fashion Week, L'Oréal Paris has been committed to supporting young fashion designers for several years. It is a privilege to join the group of sponsors and the Jury of ANDAM, to further participate in the dynamism of this new generation of talents who make the excellence of the Parisian scene.”*

**DELPHINE VIGUIER-HOVASSE,**  
GLOBAL BRAND PRESIDENT, L'ORÉAL PARIS

*“Google France is delighted to contribute to the support of the young creation and French know-hows. Our French teams will be happy to mentor the four fellowship winners, by sharing their skills and expertise.”*

**SÉBASTIEN MISSOFFE, VP AND CHIEF EXECUTIVE, GOOGLE FRANCE**

ANDAM  
FASHION AWARD  
2020

4 PRIZES, A GLOBAL ENDOWMENT REACHING € 450.000 \$ 500K

**ANDAM GRAND PRIX**

**€ 250.000** \$ 278K

The main ANDAM Fashion Award grants a French, or a foreign designer willing to establish a sustainable business in France, thus contributing to the dynamism of Paris fashion scene and the French industry.

Mentor of the edition, Balenciaga CEO Cédric Charbit, representing Kering, will offer the winner a privileged one year mentorship on both the creative and strategic dimensions of her/his business, in order to develop her/his label and quickly establish its global reputation.

*"It is an honor to be named Jury President and mentor for the 31<sup>st</sup> edition of the ANDAM Fashion Award, and to represent Kering. Creativity and innovation are the foundations of sustainable success in the fashion industry and lie at the heart of fashion houses like Balenciaga. As jury members, we will have the great privilege of identifying and supporting leading talents of the future and helping them develop their brand with the unique French savoir-faire."*

**CÉDRIC CHARBIT, CEO, BALENCIAGA**

**PIERRE BERGÉ PRIZE**

**€ 100.000** \$ 111K

The Pierre Bergé prize is intended to reward a French company in the fashion sector, giving the brand the means to grow and reach to an international audience.

Clarisse Reille, DEFI Executive Director, will mentor the winner for a one-year duration.

*"Creation is probably the most precious value in our society: the founding of freedom, culture, humanity. In a world affected by the normalizing temptations of algorithms, it is crucial that France supports and promotes the designers. I am very glad to mentor the next Prize, fully consistent with DEFI's mission. I am also deeply honored to mentor the future winner, the same year the Creative Label Prize is renamed Prix Pierre Bergé, a man to whom creation owes so much."*

**CLARISSE REILLE, EXECUTIVE DIRECTOR, DÉFI**

ANDAM  
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**THE FASHION ACCESSORIES PRIZE** € 50.000 \$ 55K

The future winner of the Accessories Prize will benefit from mentoring through personal guidance and expert advices of Sophie Delafontaine, Artistic Director, Longchamp.

*"I am extremely impressed by the strength of the creative vision and techniques deployed around accessories. Accessories bring the finale touch to every silhouette and are able to reverse a look through a unique combination of materials, shapes or colors. I am looking forward to discovering the 2020 candidates and to mentor the futur winner in her/his strategic development of her/his brand."*

SOPHIE DELAFONTAINE, ARTISTIC DIRECTOR, LONGCHAMP

**FASHION INNOVATION PRIZE** € 50.000 \$ 55K

Thanks to the enhanced support of its sponsors and considering the necessity to foster innovation in the fashion industry, the endowment is brought to € 50.000.

This prize will reward an entrepreneur or start-up, French and international willing to develop their project in France, which offers innovative and technological solutions in the fields of fashion design, production and distribution to help develop an accountable and transparent Fashion.

Yann Gozlan, Founder and President of Creative Valley, will offer to the fellowship winner a one-year duration mentorship to help her/him develop her/his structure and get access to consulting and support from the professionals of the Fashion Technology sector.

*"This coming decade promises to be very special, a time when science-fiction comes to reality. Our accessories and clothes are not anymore a simple and protective skin, revealing our feelings and personality; They are, and will be more and more, an extension of ourselves, with the capacity to take care of ourselves, heal us, locate us, be our living memory, for better and worse.*

*In this new world where all the fashion industry is wondering about its relationship to the world and its footprint on this fragile Earth that has been untrusted to us, contributing to the ANDAM Fashion Innovation Prize and following its candidates that we could support at Station F, is being witness of this history in the making."*

YANN GOZLAN, FOUNDER AND PRESIDENT OF CREATIVE VALLEY

**CANDIDATES CAN NOW APPLY ONLINE ON [WW.ANDAM.FR](http://WW.ANDAM.FR) UNTIL APRIL 27, 2020.  
THE FINALISTS SELECTED BY THE JURY WILL BE ANNOUNCED END OF MAY.**

ANDAM  
FASHION AWARD  
2020

## ABOUT ANDAM

Created in 1989 and chaired by Guillaume Houzé, ANDAM's sponsor, Director of Image and Communications for Galeries Lafayette and BHV MARAIS and President of Lafayette Anticipations–Galeries Lafayette corporate Foundation, 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 fellowship winners of this 31<sup>th</sup> edition will be selected by the jury on July 2, 2020.

## PRESS OFFICE

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CHANEL

Chloé

Fondation  
PIERRE BERGÉ  
YVES SAINT LAURENT



Groupe  
Lafayette

Galeries  
Lafayette

Google

KERING

HERMÈS  
PARIS

LACOSTE



L'ORÉAL PARIS LONGCHAMP  
PARIS

LVMH



OTB

Première Classe

SAINT LAURENT

SWAROVSKI

Tomorrow