

ANDAM  
FASHION AWARD  
2020

TUESDAY, APRIL 28, 2020

# A SPECIAL EDITION TO SUPPORT FRENCH INDEPENDENT BRANDS AND GREET NEW ECONOMIC MODELS

In this exceptional period, as institution gathering the major public and private actors of the fashion industry, ANDAM takes its responsibility and strengthens its support to creation with a reshaped 2020 edition. More than a prize, ANDAM is, above all, a solidarity movement whose mission is to ensure the dynamism and continuity of creative industries exposed to fundamental changes.

Since the first ANDAM awarded to Martin Margiela in 1989, ANDAM has always granted designers from all horizon, supporting progress, avant-gardism and contributing to the renewal of an audacious, innovative, ambitious and humanistic fashion.

*“Powerful catalyst of the present time, ANDAM needs to be also a strong platform that will help us anticipate and solve the major stakes raised by this crisis. We have to support and spread all the innovations that could facilitate the emergence of new forms of expressions. Now is the time to reinvent our industry: with the creative talents, the most innovative fashion startups, the brands focusing on the common good which will make us proud. I am convinced that Paris is the best place for this challenge.”*

**GUILLAUME HOUZÉ, ANDAM’S PRESIDENT**

## **ANDAM, ACCELERATOR OF NEW MODELS**

So as to send a strong message of support to the creative industry and our designers, ANDAM’s consortium of sponsors has all decided to reschedule the “classic” ANDAM Fashion Award 2020 to next year and to launch a special edition in direct response to the current challenges we are facing.

This year, more than a competition, ANDAM wants to greet, encourage and help the creative and innovative know-hows that will contribute to the current transformation and reinvention of the fashion industry.

*“By seeking the new business models and innovative technologies, ANDAM commits itself and mobilizes itself to support the initiatives absolutely necessary to the mutation of our industry. I am very grateful and would like to thank the French ministry of Culture, DÉFI, and all our sponsors, which all accepted to maintain their contribution this year to offer a committed and vital support to the talents who will ensure the reinvention and continuity of the fashion industry.”*

**NATHALIE DUFOUR, ANDAM’S EXECUTIVE DIRECTOR**

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## A 500K€ EXCEPTIONAL ENDOWMENT FOR FOUR ENTREPRENEURS

In this unprecedented and uncertain environment, the independent and integrated fashion brands, from all stages of development, will more than ever need a financial support to go through the following months and to maintain their structure alive. The ANDAM's commitment for this edition will be at all levels in order to send a solidarity and encouragement to the entire industry.

In addition to providing financial contribution and with the help of our consortium of sponsors, the fellowship winners will benefit from a global and coordinated support to accompany the transformation and longevity of their business. There will not be any dedicated mentor; but each of our ANDAM partners will give access to a list of experts chosen among their Executive Committee to help the winner in every field required (finance, legal, sustainability, supply chain, production, communication, digital, retail, wholesale, ...).

### **350 K€ TO SUPPORT TWO MEMBERS OF THE ANDAM'S FAMILY**

Because the current crisis impacts all the independent brands whatever their level of development, ANDAM will grant, among its previous finalists and winners:

- a **200K€ endowment** to support an established structure generating a global turnover over 10M€;
- a **150K€ contribution** to help a company with a turnover between 1 and 10M€.

The major ambition of these two prizes is to allow independent brands to maintain their presence during the next PFW and/or implement a new initiative that will help consolidate their structure.

#### CONDITIONS

- *have been nominated among the past ANDAM winners or finalists,*
- *own a French company,*
- *be independent and integrated and/or hold the majority of the capital,*
- *submit an innovative project/initiative in terms of business model, production, communication, digital, distribution, sustainability, and consumer experience that will help the brand get through the current crisis.*

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**PIERRE BERGÉ PRIZE**

**100K€**

Because the core of the ANDAM mission is to seek and reveal new fashion talents, the Pierre Bergé Prize is maintained for this 2020 edition. It will grant a young French company that offers an innovative creative vision and/or business model.

**CONDITIONS**

- *own a French company,*
- *be independent and integrated and/or hold the majority of the capital,*
- *have at least one commercial season and a global turnover under 1 M€ in 2019.*

**INNOVATION PRIZE**

**50K€**

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 consumer experience that will contribute to the reinvention of the fashion industry.

Fields of application: biomaterial, “healthy-clothes”, improvement of the carbon footprint of the supply chain, optimization of production process, tracking.

CANDIDATES CAN NOW APPLY ONLINE ON [WW.ANDAM.FR](http://WW.ANDAM.FR) UNTIL JUNE 8<sup>TH</sup>, 2020. THE JURY’S MEETING WILL TAKE PLACE VIRTUALLY ON JULY 2<sup>ND</sup> TO SELECT THE 4 WINNERS, BY ABSOLUTE MAJORITY.

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A 2020 JURY COMPOSED OF ALL THE ANDAM'S SPONSORS



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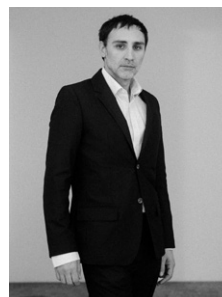
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## ABOUT ANDAM

Created in 1989 and chaired by Guillaume Houzé, ANDAM's sponsor, Director of Image and Communication, member of GGL Executive Board 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.

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