

# ANDAM FASHION AWARD PARIS

Press Release  
Wednesday, January 6, 2021

## HERMÈS, KERING AND LVMH JOIN ANDAM'S BOARD OF DIRECTORS

Founded in 1989 by Nathalie Dufour, with Guillaume Houzé as President, ANDAM's mission is to foster and support the French and international fashion designers and innovative companies that will actively contribute to the vitality of Paris fashion scene and enhance the French fashion industry.

Since 30 years, through its annual competition and its 500K€ global endowment, ANDAM has established itself as an economic force, helping to nurture and sustain the creativity and skills that the fashion industry needs in order to thrive.

Recognized as a public interest association, ANDAM unites around a common mission the most influential institutional and private actors in order to implement majors actions towards the future of Fashion.

Historically supported by the French ministry of culture and DÉFI, the continued strengthening of ANDAM's mission is possible thanks to the expansion of its circle of private partners ; CHANEL, Chloé, Fondation Pierre Bergé – Yves Saint Laurent, Galeries Lafayette, Google, Kering, Hermès, Lacoste, L'Oréal Paris, Longchamp, LVMH, OBO, OTB, Premiere Classe, SAINT LAURENT, Swarovski and Tomorrow.



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So that ANDAM's governing faithfully represents this exemplary model gathering public and private partners, ANDAM's General Assembly decided on December 22, 2020, to widen the Board of Directors to three representatives of ANDAM's Honorary Members (private sponsors) in the Board of Directors :

**Hermès**, represented by Guillaume de Seynes, Executive Vice-President,  
**Kering** represented by Jean-François Palus, Group Managing Director,  
**LVMH** represented by Sidney Toledano, Chairman & CEO LVMH Fashion Group

They join:

**CHANEL**, represented by Bruno Pavlovsky, President of Global Fashion

**DÉFI**, represented by Clarisse Reille, Executive Director

**DGE - Ministry of Economy, Finance and Recovery**, represented by France Lacoëuilhe,  
Project Manager Fashion and Luxury

**Fédération de la Haute Couture et de la Mode**, represented by Pascal Morand, Executive  
President

**Fondation Pierre Bergé - Yves Saint Laurent**, represented by Madison Cox, President

**Galleries Lafayette**, represented by Guillaume Houzé, Director of Image and Communication,  
member of Galleries Lafayette Group Executive Board

**Institut Français de la Mode**, represented by Xavier Romatet, Executive Director

**Longchamp**, represented by Sophie Delafontaine, Creative Director

**Ministry of Culture**, represented by François Quintin, Deputy Director in charge of Visual Arts

**Musée des Arts Décoratifs**, represented by Olivier Gabet, Director

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*I am very honored that Hermès, Kering and LVMH, all three faithful ANDAM's sponsors, agreed to serve on our Board of Director. Historically institutional, ANDAM and its major role as agent and coordinator of the French fashion economic development have been constantly reinforced by the commitment of the most prestigious players of our cultural industry. Therefore, it was absolutely relevant to expand their presence in our governing bodies. I am glad that our Board of Directors reflects the exemplarity of our organization which gathers the major private and public actors around the same goal : supporting creativity and participate to the transformation and future of our industry.*  
Nathalie Dufour, Executive Director, ANDAM.

*The trust Hermès, Kering and LVMH, place in ANDAM by joining the Board of Directors honours ANDAM's history and its major role in the transformation our fashion industry is currently undergoing. ANDAM is driven by one core mission: gathering the best of today's Fashion to unveil and mentor tomorrow's best. With such respected professionals as Guillaume de Seynes, Sidney Toledano and Jean-François Palus entering the Board, ANDAM sends a powerful signal for the emergence of a creative and committed youth that will find in Paris and France all the invaluable conditions for its development.* Guillaume Houzé, ANDAM's President.

## **PRESS RELATIONS**

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