

ANDAM  
FASHION AWARD  
2021

WEDNESDAY, FEBRUARY 3, 2021

# ANDAM OPENS ITS 2021 COMPETITION WITH A 500.000€ ENDOWMENT

## CÉDRIC CHARBIT, PRESIDENT OF THE JURY & MENTOR OF THE GRAND PRIZE

### **THE MAJOR ACTORS OF THE FASHION INDUSTRY UNITED AROUND A COMMON MISSION: REVEAL TOMORROW'S DESIGNERS.**

Founded by Nathalie Dufour and chaired by Guillaume Houzé, ANDAM's mission is to foster and support French and foreign fashion designers and innovative start-up that will help the vitality of Paris's fashion scene and actively contribute to the French fashion industry.

Since 32 years, ANDAM brings together institutional and major private actors of the industry to develop strategies and transversal actions towards fashion talents. Its major role as agent and coordinator is made possible thanks to the commitment of:

—its two historical partners and main financial sponsors: the French ministry of Culture and DEFI (Committee for the Promotion and Development of the French Fashion Industry)

—as well as private sponsors, which renew and increase their support annually, including BALENCIAGA, CHANEL, CHLOÉ, FONDATION PIERRE BERGÉ - YVES SAINT LAURENT, GALERIES LAFAYETTE, GOOGLE, HERMÈS, KERING, LACOSTE, LONGCHAMP, LVMH, L'ORÉAL PARIS, OTB, PREMIERE CLASSE, SAINT LAURENT, SWAROVSKI AND TOMORROW.

*"I would like to greet our sponsors's faithful support that allow ANDAM to pursue a mission that is absolutely crucial to the emergence of a new generation of designers and independent fashion brands. I am very happy to welcome Cédric Charbit as mentor of our 2021 edition and whom, with the support of Balenciaga, allows us to increase the Grand Prize's grant to 300.000 euros. Balenciaga has always genuinely combined a radical, creative and innovative vision with a respect of heritage and know-hows that perfectly reflect ANDAM's philosophy. I would like to thank Sophie Delafontaine, Giovanna Engelbert and Yann Gozlan who also accepted to mentor the futur winners of the Pierre Bergé, Accessories and Innovation Prizes. In addition to the financial endowment, the strong mentorship program we give to the designers offer them an expertise and invaluable advices for the development of their brands."*

**NATHALIE DUFOUR,**  
EXECUTIVE DIRECTOR, ANDAM

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4 PRIZES — A GLOBAL ENDOWMENT REACHING € 500.000 (\$ 607K)

Each year, through its internationally recognized competition, ANDAM acts as an accelerator of new economic models by fostering and mentoring young fashion companies which, thanks to a financial and strategic support, will get the means to develop and secure their business.

**ANDAM GRAND PRIX**

**€ 300.000** \$ 365K

The ANDAM Grand Prix reaching an exceptional amount of 300.000 euros grants a designer, of any nationality, willing to establish a sustainable business in France.

Cédric Charbit, Balenciaga President and mentor of this 32<sup>nd</sup> edition 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 establish quickly its global reputation.

*"It is an honor to be named Jury President of the 32<sup>nd</sup> ANDAM Fashion Award, an edition gathering a panel of international experts embodying the various facets of creativity.*

*With all the jury members, we will have the great responsibility of identifying and supporting leading talents of the future, from everywhere, and helping them develop their brand."*

**CÉDRIC CHARBIT, PRESIDENT, BALENCIAGA**

**PIERRE BERGÉ PRIZE**

**€ 100.000** \$ 121K

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

Sophie Delafontaine, Longchamp's Artistic Director, will mentor the winner for a one-year duration.

*"The Pierre Bergé Prize highlights and rewards creative curiosity and entrepreneurship, two core values I stand for in everyday's life. I am looking forward to discovering new talents and mentoring the future winner in her/his business development."*

**SOPHIE DELAFONTAINE, ARTISTIC DIRECTOR, LONGCHAMP**

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**THE FASHION ACCESSORIES PRIZE** € 50.000 \$ 60K

The future winner of the Accessories Prize will benefit from a one year mentorship and the personal guidance of Giovanna Engelbert, fashion editor, stylist and Swarovski's creative director.

*“Creativity and innovation are at the heart of what we do at Swarovski and these traits embody the spirit of the ANDAM Fashion Awards. I am honored to welcome the next generation of fashion to the competition and I look forward to discovering truly standout creations, ingenuity and style as I select an Accessories Prize winner for 2021. We are committed to supporting the next generation of creative talent in fashion and I personally look forward to selecting and mentoring this year's Accessories Prize winner.”*

**GIOVANNA ENGELBERT, FASHION EDITOR, STYLIST  
AND SWAROVSKI'S CREATIVE DIRECTOR**

**FASHION INNOVATION PRIZE** € 50.000 \$ 60K

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**

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THE INVITED JURY MEMBERS WILL BE OFFICIALLY ANNOUNCED  
MID-FEBRUARY.  
CANDIDATES CAN NOW APPLY ONLINE ON [WWW.ANDAM.FR](http://WWW.ANDAM.FR)  
UNTIL APRIL 27.  
THE FINALISTS SELECTED BY THE JURY WILL BE ANNOUNCED  
END OF MAY.  
THE JURY WILL GATHER ON JULY 1<sup>ST</sup> TO SELECT THE 2021  
ANDAM WINNERS.

**PRESS OFFICE**

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DEFI  
LA MODE DE FRANCE

BALENCIAGA

CHANEL

Chloé

Fondation  
PIERRE BERGÉ  
YVES SAINT LAURENT

Galeries  
Lafayette

Google

KERING



HERMÈS  
PARIS



LACOSTE



L'ORÉAL  
PARIS

LONGCHAMP  
PARIS

LVMH

OTB

Première Classe

SAINT LAURENT

SWAROVSKI

Tomorrow