

ANDAM
FASHION AWARD
2021

THURSDAY, JUNE 3, 2021

ANDAM ANNOUNCES THE 14 FINALISTS OF ITS 32TH EDITION

After reviewing the applications received this year, the 33 members of the 2021 judges panel have selected the 14 finalists of the 2021 ANDAM Fashion Awards.

On July 1st, the finalists will be given the opportunity to present their project to the judges panel who will select the 2021 winners, on both creative and business potentials.

"In France, fashion belongs to our cultural heritage and makes our national pride.

Fashion and society are closely related: while accompanying the changes in our society, fashion with its subversive force can also initiate them.

In these times of profound thoughts, young brands are resolutely turning towards social responsibility. They adapt their creative process and their business to integrate both social and environmental stakes in their production. The French ministry of Culture is delighted to support this shift.

The fashion economy constantly values our multiples national treasures and strongly contributes to promoting France on the international scene.

I welcome the work of ANDAM, which, since 1989, has been revealing and accompanying tomorrow's talents, to provide the future of French fashion."

ROSELYNE BACHELOT-NARQUIN, FRENCH MINISTER OF CULTURE

"The 2021 edition ANDAM finalists are each highly qualified, and I would like to take this opportunity to thank the jury for a strong and aligned selection. Together with the jury, we wished to expand the quantity of finalists in order to make this edition a platform for recognizing and promoting of a greater number of talents."

**CÉDRIC CHARBIT, CEO & PRESIDENT BALENCIAGA
AND MENTOR OF THE 2021 ANDAM FASHION AWARD'S WINNER**

"The richness and diversity of the candidacies received illustrate a strong and global creative energy and confirm the attractiveness of Paris, where all these talents want to converge. I am delighted to see the power ANDAM has taken since I founded it in 1989 and glad for the constantly reinforced commitment of the biggest actors of the fashion industry."

NATHALIE DUFOUR, FOUNDER AND DIRECTOR OF ANDAM

Soutenu
par



MINISTÈRE
DE LA CULTURE

Liberté
Égalité
Fraternité

DEFI

LA MODE DE FRANCE

BALENCIAGA

CHANEL

Chloé

Fondation
PIERRE BERGÉ
YVES SAINT LAURENT

Galerie
Lafayette

Google

KERING



HERMÈS
PARIS

LACOSTE



L'ORÉAL
PARIS

LONGCHAMP

PARIS

LVMH

OTB

Première Classe

SAINT LAURENT

SWAROVSKI

Tomorrow

ANDAM
FASHION AWARD
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THE SEVEN NOMINEES FOR THE ANDAM GRAND PRIZE 300K€ ARE:

AREA
BIANCA SAUNDERS
CASABLANCA
GMBH
LUDOVIC DE SAINT-SERNIN
ROKH
WALES BONNER

THE FOUR NOMINEES FOR THE PIERRE BERGE PRIZE 100K€ ARE:

CHARLES DE VILMORIN
EGON LAB.
ESTER MANAS
UNIFORME

THE THREE NOMINEES FOR THE ACCESSORIES PRIZE 50K€ ARE:

ASWAD
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SAMUEL FRANÇOIS

**ANDAM
FASHION AWARD
2021**

**A STRONG COMMITMENT OF OUR SPONSORS
TO SUPPORT ALL THE ANDAM FINALISTS**

Aside the financial grant and mentorship dedicated to the winners, ANDAM develops each year an overall support program for all the finalists. Thanks to the commitment of our sponsors and network, ANDAM offers a unique opportunity to these young talents to access unvaluable advices and expertise that will help them in structuring and expanding their business.

For the first time, the 7 Grand Prix finalists will have the opportunity to meet OTB Group's specialists in the fields of production, distribution, digitalization, marketing and sustainability, and to benefit from their expertise and experience.

The 14 finalists will be offered by:

- Google, a dedicated Atelier with Derek Blasberg and his YouTube Beauty & Fashion team, and access to all the coaches of "Ateliers Numériques" for the digitalization of their brands;
- Les Galeries Lafayette, a personalised meeting on collection plan, merchandising and commercialization ;
- Swarovski, a privileged access to the Swarovski showroom and an exclusive workshop to discover the endless creative possibilities of crystal.;
- Tomorrow, the multi-service brand development platform, access to their expertise in product development, investment, sales and distribution, marketing services, and direct-to-consumer capabilities, through a series of working sessions led by CEO, Stefano Martinetto, Sales & Business Development Director, Marco Vianello, and other members of the Tomorrow senior team;
- WSN and Premiere Classe, a highlighting on its event during Paris Fashion Week associated to a targeted communication for French and international buyers and journalists, as well as a one-year access to WSN digital platform.

ABOUT ANDAM

Founded in 1989 by Nathalie Dufour and chaired by Guillaume Houzé, 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 2021 jury's meeting and prize ceremony will take place on Thursday, July 1st.

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.

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JURY 2021

FRANCESCA BELLETTINI

RICCARDO BELLINI

CÉDRIC CHARBIT

SOPHIE DELAFONTAINE

GUILLAUME DE SEYNES

NATHALIE DUFOUR

GIOVANNA ENGELBERT

GUILLAUME HOUZÉ

STEFANO MARTINETTO

FRÉDÉRIC MAUS

SÉBASTIEN MISSOFFE

BRUNO PAVLOVSKY

**FRANÇOIS-HENRI
PINAULT**

FRANÇOIS QUINTIN

CLARISSE REILLE

RENZO ROSSO

CATHERINE SPINDLER

SIDNEY TOLEDANO

**DELPHINE VIGUIER-
HOVASSE**

PERMANENT MEMBERS

President & CEO, Saint Laurent

President & CEO, Chloé

President & CEO, Balenciaga

Creative Director, Longchamp

Executive Vice-President, Hermès

Managing Director, ANDAM

Fashion Editor, Stylist and Swarovski's Creative Director

Image and Communications Director &
Member of the Executive Board, Groupe Galeries Lafayette

Founder & CEO, Tomorrow

CEO, WSN

VP & Chief Executive, Google France

President of CHANEL Global Fashion

Chairman & CEO, Kering

Deputy Director in Charge of Visual Art, French Ministry of Culture

Executive Director, DEFI

President, OTB

Chief Brand Officer, Lacoste

Chairman & CEO LVMH Fashion Group

Global Brand President, L'Oréal Paris

JURY 2021

MARIE CHAIX

LOU DOILLON

KERBY JEAN RAYMOND

SUZANNE KOLLER

CHRIS LEE

LINDA LOPPA

LALISA MANOBAL

**DAME NATALIE
MASSENET**

PIERRE A. M'PELÉ

CHIOMA NNADI

PHOEBE PHILO

SALLY SINGER

**DOVILE DRIZYTE
& JUERGEN TELLER**

GUEST MEMBERS

Fashion & Creative Consultant

Author, Composer, Illustrator & Actress

Founder of Pyer Moss and Your Friends in New York

Fashion Director, M Le Monde

Artist, Songwriter, Singer & Actress

Researcher & Fashion Consultant

Artist & Singer

Co-Founder and Partner, Imaginary Ventures
Founder, Net-A-Porter

Editor

Editor, Vogue.com

Artistic Director

Head of Fashion Direction for Amazon

Creative Partner
Photographer



AREA



BIANCA SAUNDERS



CASABLANCA



GMBH



LUDOVIC DE SAINT-SERNIN



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