

TUESDAY, JUNE 8, 2021

SPINNOVA WINS THE 2021 ANDAM INNOVATION AWARD,
granted with 50.000€ and a one-year mentorship from Yann Gozlan,
Founder and President of Creative Valley

Launched in 2017, the ANDAM Innovation Award is intended to support and encourage the technological innovations that contribute to transforming and reinventing today's fashion industry. This prize rewards 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, considering the economic, environmental and social issues.

Made of professionals of the fashion and tech industry, the Expert Committee gathered on Thursday, May 20 to select the finalists and winner of the 2021 edition.

Winner of this 2021 edition, the ambition of the Finnish startup Spinnova is to transform the way textiles are made globally and contribute to a more sustainable industry where cellulose-based materials are a cost-efficient, environmentally friendly and preferred option for brands. Spinnova is developing a 100% sustainable textile fibre directly out of FSC-certified wood and waste streams without dissolving or other harmful chemical processes.

« 2021 has been adversely affected by the sanitary crisis and its hardness; number of players of the fashion industry were forced to stop their business others managed to reinvent and deeply rethink their business. We welcome their efforts to save employment and know-how and contribute to the international outreach of our French industry.

The technologies we had the opportunity to discover through this edition of the ANDAM Innovation Prize are full of hope, the early signs that our industry has decided to change, to take care of our natural resources, water, carbon, energy, without ceasing to inspire us, project ourselves into a desirable future where porosity between the physical and the virtual worlds is constantly growing. »

YANN GOZLAN, FOUNDER AND PRESIDENT, CREATIVE VALLEY

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THE 2021 FINALISTS ARE:

Studio Infinity x Acid Rays creates virtual and digital identities for fashion labels. With 3D modeling, AR and VR, they invent new ways to connect fashion with new technologies in full immersion with the brand's DNA.

Trustrace helps brands achieve full product traceability and complete supply-chain mapping, allowing them to seamlessly engage suppliers on their sustainability agenda, and to leverage the data collected as insight for their teams and transparency for their customers.

The finalists will benefit from a privileged access to the ANDAM Expert Committee and network so as to help them in the development of their structure and strengthen their link with the fashion industry.

The Expert Committee wished to pay tribute to the amazing work of the following start-up which offer incremental innovations that complement and facilitate the day-to-day mutation of the fashion industry:

Booxi is an appointment management platform designed for retailers to enable their customers to schedule experiences with their staff, via video or in person, proven to increase basket size and conversion.

Eva Engines is a digital platform that simplifies the fashion design process. Using generative AI technology, brands and designers can go from a sketch to a realistic 2D product image in 60 seconds, saving time, cost and fabric waste.

Fairbrics' mission is to fight climate change by developing circular manufacturing processes, which use renewable resources instead of petro-sourced products. Their first Product, Airwear, is a technology that converts cheap and harmful industrial CO2 into polyester yarns for fashion brands that want to reduce their carbon footprint.

Fairly Made empowers fashion brands to improve their impact. Thanks to a specific methodology available on a SaaS platform, brands can monitor the impact of clothing & accessories with 4 indicators : Traceability, Social, Environnement, Recyclability.

ModaResa is a B2B web-app that reinvents how apparel brands plan, meet and interact with their retailers during fashion weeks worldwide, for physical or virtual buying appointments. Thanks to automated and optimised scheduling, ModaResa enables streamlined showroom coordination and data collection, for maximised showroom performance and instant, excellent buyer booking experience.

Navee develops a unique reverse image search engine to be able to track frauds and counterfeits across the internet, allowing companies to master their online distribution, identify all illegal uses of their products and content and easily remove them.

ZOOMLOOK is a luxury digital experience technology that easily brings a website alive in an entirely new way. Own photos easily become Immersive Photo VR Images, creating limitless resolution multimedia with fully interactive animation, 360° and video.

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ABOUT ANDAM

Founded in 1989 by Nathalie Dufour and chaired by Guillaume Houzé, the annual ANDAM Fashion Awards offer a financial support of 500K€ and a dedicated mentorship to 4 companies chosen after a long and in-depth process of selection.

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, L'ORÉAL PARIS, OTB, PREMIERE CLASSE, SAINT LAURENT, SWAROVSKI AND TOMORROW.



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ANDAM FASHION AWARD EXPERTS COMMITTEE 2021 INNOVATION PRIZE