

ANDAM
FASHION AWARD
2021

THURSDAY, JULY 1ST, 2021

ANDAM ANNOUNCES ITS 2021 WINNERS

The jury members gathered on Thursday, July 1st, to select the fellowship winners of the 2021 ANDAM Fashion Awards.

The 14 finalists presented individually their business and creative project to the 32 jury's members, remotely or physically present. Following the interviews, the jury decided to award:

THE GRAND PRIZE, WITH 300K EUROS TO:

BIANCA SAUNDERS

For the following year, Bianca Saunders will benefit from a privileged mentorship by Cédric Charbit, CEO and President of Balenciaga, on both the creative and strategic dimensions of her business, in order to develop her label and strengthen its international reputation.

"Bianca Saunders presented a solid and unique project anchored in the now and today's values.

I would like to sincerely thank ANDAM and all the jury members for this choice which contributes unveil future successes and opens up our industry to broader horizons."

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

THE PIERRE BERGÉ PRIZE OF 100K EUROS, TO:

EGONlab.

Sophie Delafontaine, Artistic Director of Longchamp, will help Kevin Nompeix and Florentin Glémarec for EGONlab. structure and manage a safe and global growth for their brand.

"I am proud and pleased to offer my support and expertise to two young talents as Kevin Nompeix and Florentin Glémarec for EGONlab. I am very impressed by the incredible energy spread by all these upcoming creative entrepreneurs. I am delighted that Paris keeps being a breeding ground for such a young, dynamic, multicultural and international creativity like M. Pierre Bergé used to consider and value."

SOPHIE DELAFONTAINE, CREATIVE DIRECTOR, LONGCHAMP

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THE ACCESSORIES PRIZE OF 50K EUROS, TO:

ASWAD

Sonia Ahmimou will benefit from a one year mentorship and the personal guidance of Giovanna Engelbert, Fashion editor, Stylist and Swarovski's Creative Director and will be given access to the Swarovski teams in order to support the development of his/her brand.

"Swarovski is proud to be a part of the ANDAM Fashion Awards 2021, supporting the newest generation of talent. This year's Accessories Prize winner, ASWAD, has a unique voice, viewpoint, and sense of wonder that we can't wait to support and nurture over the next year of mentorship."

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

Selected by a fashion and innovation experts committee, Spinnova won the ANDAM Fashion Innovation Award. 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.

DURING THE 2021 PRIZE CEREMONY HOSTED BY THE FRENCH MINISTER OF CULTURE, ROSELYNE BACHELOT-NARQUIN, THE FOUR 2021 ANDAM WINNERS RECEIVED A CRYSTAL TROPHY, GENEROUSLY OFFERED BY SWAROVSKI, AND DESIGNED BY MARINE SERRE, 2021 ANDAM GRAND PRIZE WINNER.

BIANCA SAUNDERS

ANDAM GRAND PRIZE 2021



EGONlab.

PIERRE BERGÉ PRIZE 2021



ASWAD

ACCESSORIES PRIZE 2021



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ABOUT ANDAM

Founded by Nathalie Dufour and chaired by Guillaume Houzé, ANDAM's mission is to foster and support French and foreign fashion designers and innovative startup 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.

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