

ANDAM
FASHION AWARD
2022

TUESDAY, JANUARY 11, 2022

MENTORED BY BRUNO PAVLOVSKY,
PRESIDENT OF CHANEL'S FASHION
ANDAM OPENS ITS 2022 COMPETITION
WITH A RECORD 600.000€ ENDOWMENT

**INSTAGRAM AND MYTHERESA JOIN THE PRESTIGIOUS
ANDAM CONSORTIUM OF SPONSORS.**

Since 33 years, ANDAM brings together institutional and major private actors of the fashion industry to develop coordinated strategies and transversal actions in order to offer the emerging talents of contemporary designers a financial and strategic support and assure the role of Paris as a key fashion capital.

In 2022, the ANDAM Fashion Awards continues to gain momentum and proves its global attractiveness by welcoming among its private sponsors:

- the Global Social Media, INSTAGRAM, the indisputable platform for the fashion industry;
- the global luxury fashion e-commerce platform, MYTHERESA, whose expertise in terms of digital marketing and distribution will be a valuable help to the ANDAM finalists.

The sponsors which annually renew their support to ANDAM's actions are: the French ministry of Culture and DEFI (Committee for the Promotion and Development of the French Fashion Industry), as historical public partners, as well as BALENCIAGA, CHANEL, CHLOÉ, LA FONDATION PIERRE BERGÉ – YVES SAINT LAURENT, LES GALERIES LAFAYETTE, HERMÈS, KERING, GOOGLE FRANCE, LACOSTE, LONGCHAMP, LVMH, L'ORÉAL PARIS, OTB, PREMIERE CLASSE, SAINT LAURENT, SWAROVSKI, TOMORROW.

"From the day it launched, Instagram has been the home for Fashion and a long-time supporter of emerging designers. We are especially proud to join ANDAM this year and the prestigious Jury coming together and showing our commitment to the future voices of the Industry."

EVA CHEN, VP OF FASHION PARTNERSHIPS, INSTAGRAM

"Mytheresa is delighted and honored to join the esteemed group of sponsors and the jury of ANDAM, to recognize and support young fashion designers. As a leading global luxury fashion ecommerce platform we believe we can provide very valuable know-how and resources to the ANDAM prize winners for their digital development."

MICHAEL KLIGER, CEO, MYTHERESA

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A FIFTH PRIZE TO SUPPORT THE FUTURE OF FASHION WORLDWIDE

For the first year since its creation in 1989, the ANDAM Fashion Awards reach a global endowment of €600.000, confirming its position as an irreplaceable springboard for the launching of new contemporary labels, in France and globally. In addition to the financial support, ANDAM develops each year a global mentorship program for these young brands, thanks to the enhanced support of its sponsors and the French institutions. The 2022 jury will grant five prizes:

ANDAM GRAND PRIX 300.000 €
ANDAM GRAND PRIX—SPECIAL PRIZE 100.000 €

The main ANDAM Fashion Award grants a French, or a foreign designer willing to establish a sustainable business in France, thus contributing to the dynamism of Paris fashion scene and the French industry.

Aside to the €300.000 rewarding the winner of the Grand Prize, the jury will give a Special Prize of €100.000 to one of the Grand Prize's finalists.

Mentor of the edition, Bruno Pavlovsky, President of CHANEL global fashion, will offer the winners a privileged one year mentorship on both the creative and strategic dimensions of their business, in order to develop their label and establish quickly their global reputation.

"ANDAM is an integral part of creation in Paris and the promotion of this creativity to new and younger brands. In this context, CHANEL is honored to be the mentor of the 2022 edition, in a general economic and health context that requires the industry's attention more than ever."

BRUNO PAVLOVSKY, PRESIDENT OF CHANEL'S FASHION

PIERRE BERGÉ PRIZE 100.000 €

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.

Stefano Martinetto, Founder and CEO of Tomorrow, will mentor the winner for a one-year duration:

"The Pierre Bergé Prize aligns with Tomorrow's mission to nurture and support entrepreneurial creativity, and we are incredibly proud to support this. On a personal level, this also means a lot to me as Pierre has been and always will be a hero of mine. What excites me every year with ANDAM is discovering new, young creative talent who can inspire me and the whole industry with their enthusiasm and vision. To take this one step further and to have the opportunity to mentor the winner of this year's prize is a real honour that I'm very much looking forward to."

STEFANO MARTINETTO, FOUNDER & CEO, TOMORROW

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THE FASHION ACCESSORIES PRIZE

50.000 €

The future winner of the Accessories Prize will benefit from mentoring through personal guidance and expert advices of Frédéric Maus, CEO of WSN.

*"I am very honored to mentor the upcoming winner of the ANDAM Accessories Prize and offer her/him Premiere Classe's expertise.
If, by definition, they are ancillary, "accessory", they are necessary and essential to Fashion and catwalks; Fashion accessories impress and shine with their creative strength an their technical level of accomplishment. I am looking forward to discover the next finalists, their universe, their boldness and singular vision of accessories."*

FRÉDÉRIC MAUS, CEO, WSN

PRIX DE L'INNOVATION

50.000 €

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.

**THE 2022 JURY WILL BE ANNOUNCED IN FEBRUARY
CANDIDATES CAN NOW APPLY ONLINE ON WW.ANDAM.FR UNTIL MARCH 31.
THE FINALISTS SELECTED BY THE JURY WILL BE ANNOUNCED END OF MAY.
THE JURY'S MEETING AND PRIZE CEREMONY WILL TAKE PLACE ON JUNE 30.**

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ABOUT ANDAM

Created in 1989 by Nathalie Dufour and chaired by Guillaume Houzé, ANDAM's sponsor, Director of Image and Communications for the Galeries Lafayette group and President of Lafayette Anticipations-Galeries Lafayette corporate Foundation, ANDAM has established itself as an economic force in French fashion and luxury, helping to nurture and sustain the creativity that the luxury industry needs in order to thrive. By revealing new economic models, ANDAM is contributing to finding creative, social, environmental, ethical and political answers to the major stakes and changes the fashion industry is facing.

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