

ANDAM
FASHION AWARDS
2022

MONDAY MAY 30, 2022

ANDAM UNVEILS THE 13 FINALISTS OF ITS 33RD EDITION

After reviewing the applications received this year, the 34 members of the 2022 judges panel have selected the 13 finalists of the 2022 ANDAM Fashion Awards.

On June 30, the finalists will be given the opportunity to present their project to the judges panel who will select the 2022 winners, on both creative and business potentials.

"The creativity and diversity of the young designers shortlisted by the jury promise a high-quality competition. It is important to recall that the winners will be invited to show their collections in Paris and get to work with French craftsmen and Fashion Métiers d'art. I am delighted to see that their participation to the ANDAM Awards also reflects the attractiveness of Paris as world capital of fashion and of its ecosystem."

**BRUNO PAVLOVSKY, PRESIDENT OF CHANEL'S FASHION
AND MENTOR OF THE 2022 ANDAM FASHION AWARD'S WINNER**

"I am very proud of the strong coordination of our private and institutional sponsors, French and International, which, all together, allow the ANDAM Fashion Awards to reach an exceptional endowment of 620.000 euros. I would like to honor the expertise and thank the commitment of our jury's members who selected 13 talented finalists with unique creative projects and singular committed vision."

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

MYTHERESA

OTB

Première Classe

SAINT LAURENT

SWAROVSKI

Tomorrow

ANDAM
FASHION AWARDS
2022

THE SEVEN NOMINEES FOR THE ANDAM GRAND PRIZE
OF 300K€ AND SPECIAL PRIZE OF 100K€, ARE:

BOTTER
COOL TM
HELIOT EMIL
LUKHANYO MDINGI
OTTOLINGER
PETER DO
ROBERT WUN

THE THREE NOMINEES FOR THE
PIERRE BERGÉ PRIZE, 100K€, ARE:

BENJAMIN BENMOYAL
BLUEMARBLE
BOYAROVSKAYA

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

13 09 SR
ANCUTA SARCA
DOLLY COHEN

A N D A M
F A S H I O N A W A R D S
2 0 2 2

**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.

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 13 finalists will be offered by:

- GOOGLE, access to all the coaches of "Ateliers Numériques" for the digitalization of their brands;
- MYTHERESA, a digital working session with members of their leadership team and a dedicated visibility on MYTHERESA's global social media channels;
- SWAROVSKI, a privileged access to the Swarovski showroom to discover the endless creative possibilities of crystal;
- TOMORROW, individual session with relevant resources in the Tomorrow team, across collection development, merchandising, sales & distribution, marketing & communications, and direct-to-consumer, to help advise and guide the finalists with how to maximise the successful development of their brand.
- 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.

The finalists based in France will have a privileged access to IFM Accelerator Program and to the financial expertise of the French lending institution, IFCIC.

**THE 5 FELLOWSHIP WINNERS WILL RECEIVE A SWAROVSKI TROPHY
DESIGNED BY EGONLAB, 2021 WINNER OF THE ANDAM PIERRE BERGÉ PRIZE.**

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 2022 jury's meeting and prize ceremony will take place on Thursday, June 30.

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, INSTAGRAM, KERING, LACOSTE, LONGCHAMP, LVMH, L'ORÉAL PARIS, MYTHERESA, OTB, PREMIERE CLASSE, SAINT LAURENT, SWAROVSKI AND TOMORROW.

PRESS RELATION

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JURY 2022

FRANCESCA BELLETTINI

RICCARDO BELLINI

CÉDRIC CHARBIT

EVA CHEN

SOPHIE DELAFONTAINE

GUILLAUME DE SEYNES

NATHALIE DUFOUR

GIOVANNA ENGELBERT

GUILLAUME HOUZÉ

MICHAEL KLIGER

STEFANO MARTINETTO

FRÉDÉRIC MAUS

SÉBASTIEN MISOFFE

BRUNO PAVLOVSKY

**FRANÇOIS-HENRI
PINAULT**

FRANÇOIS QUINTIN

CLARISSE REILLE

RENZO ROSSO

CATHERINE SPINDLER

SIDNEY TOLEDANO

DELPHINE

VIGUIER-HOVASSE

PERMANENT MEMBERS

President and CEO, Saint Laurent

President and CEO, Chloé

President and CEO, Balenciaga

VP of Fashion Partnerships, Instagram

Creative Director, Longchamp

Executive Vice-President, Hermès

Managing Director, ANDAM

Fashion Editor, Stylist and Swarovski's Creative Director

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

CEO, Mytheresa

Founder and CEO, Tomorrow

CEO, WSN

VP and Chief Executive, Google France

President of CHANEL's Fashion

Chairman and CEO, Kering

Advisor for Visual Arts, DGCA, Ministère de la Culture

Executive Director, DEFI

Chairman, OTB Group

Chief Brand Officer, Lacoste

Chairman and CEO LVMH Fashion Group

Global Brand President, L'Oréal Paris

JURY 2022

MIREN ARZALLUZ

STÉPHANE ASHPOL

ANNE BEREST

TYLER BRÛLÉ

CHRIS DERCON

CAROLINE DE MAIGRET

IBEYI

HÉLÈNE GUILLAUME

BIANCA LI

ABD AL MALIK

BLESNYA MINHER

SOO JOO PARK

GUESTS MEMBERS

Director, Palais Galliera, Fashion Museum of the City of Paris

Designer and Art Director

Writer

Editorial Director and Chairman, Monocle

CEO, Réunion des Musées Nationaux - Grand Palais

Producer

Musicians

Editor in Chief, Le Figaro

Choreographer

Rapper, Writer, Producer

Model and Business Woman

Model and Musician



BOTTER

© MAX VOM HOPE



COOL TM



HELIOT EMIL



LUKHANYO MDINGI



OTTOLINGER



PETER DO

© MARIO SORRENTI



ROBERT WUN



BENJAMIN BENMOYAL



BLUEMARBLE



BOYAROVSKAYA



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ANCUTA SARCA



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FINALISTS 2022