

ANDAM
FASHION INNOVATION
AWARD

WEDNESDAY, APRIL 27, 2022

EVER DYE WINS THE 2022 ANDAM INNOVATION AWARD
& AN INCREASED GRANT OF 70.000€

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 Wednesday, April 20 at LA CASERNE Paris to select the finalists and winner of the 2022 edition.

Winner of this 2022 edition, Ever Dye is developing a new dyeing process combined with a bio sourced pigment allowing to dye quicker, using less energy and no petrochemical.

« I founded the ANDAM Innovation Prize in 2017 with the ambition to highlight and support the game-changing innovation which will contribute to the necessary ecological transition of our fashion industry.

Thanks to the commitment of our sponsors, the 2022 endowment reached 70.000€; my priority within the next editions is to strengthen this Prize which has a key role for the future of the fashion industry.

I would like to congratulate Ever Dye; thanks to their green chemical solutions, they will contribute to reduce the energetic impact of the traditional dyeing process without using any petrochemical.»

NATHALIE DUFOUR, FOUNDER AND GENERAL MANAGER, ANDAM

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« The textile industry is facing a major shift in its production process: from fabrics to manufacturing and dyeing, all steps must be reinvented.

I am proud that the Expert Committee saw in our dyeing process a serious response to the current environmental challenges and decided to grant it.

ANDAM's recognition and its mentorship will help us think bigger and go further in our business developments. »

ILAN PALACCI, CO-FOUNDER AND CEO, EVER DYE

THE FINALISTS ARE:

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 integrate French and European regulations in order to improve their social and environmental impact. Thanks to a specific methodology available on a SaaS platform, brands can monitor the impact of each product with 5 indicators : Traceability, Social, Durability, Environnement, Recyclability.

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.

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THE EXPERTS COMMITTEE

CAMILLE BENECH, Google ATAP Global Marketing and Partnerships EMEA

FRANCK DELPAL, Director of the Specialized Master., Institut Français de la Mode

ORSOLA DE CASTRO, Founder and Global Creative Director, Fashion Revolution

LIN DEJEAN, Fund Manager, TranscendanceVC Africa

PASCAL DENIZART, CEO, CETI

NATHALIE DUFOUR, Founder and General Manager, ANDAM

ÉRIC DUPONT, Director Sustainable Development, Business Transformation, Supply Chain,
CHANEL

YANN GOZLAN, Founder and President, Creative Valley

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

MUCHANETA KAPFUNDE, Founder of FashNerd.com & Fashion Innovation Consultant

CHRISTIAN KUNZ, Director, Plug and Play Brand & Retail Europe

GILLES LASBORDES, General Manager, Première Vision

PIERRE-FRANÇOIS LE LOUËT, President, Fédération Française du Prêt-à-porter Féminin

CÉLINE LIPPI, Co-Founder and Managing Partner, Luxury Tech Fund

PASCAL MORAND, Executive President, Fédération de la Haute Couture et de la Mode

HEYONN MOT, Founder and CEO, Heyonn MOT Consulting, Chief Representative Officer Korea,
Marie Claire

HÉLOÏSE NOGUES, Founders Program and FemTech Program Manager, Station F

MORIN OLUWOLE, Director - Global Head of Luxury, Meta

TEDDY PAHAGBIA, Founder and CEO, BLVCK PiXEL

FLEUR PELLERIN, Founder and CEO, Korelya Capital

CLARISSE REILLE, Executive Director, DEFI

SYLVIE RETAILLEAU, President, Université Paris-Saclay

PHILIPPE RIBERA, Vice-President Innovation, Lectra

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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 620.000€ and a dedicated mentorship to 5 companies chosen after a long and in-depth process of selection.

Since 33 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, INSTAGRAM, KERING, LACOSTE, LONGCHAMP, LVMH, L'ORÉAL PARIS, MYTHERESA, OTB, PREMIERE CLASSE, SAINT LAURENT, SWAROVSKI AND TOMORROW.



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