

ANDAM  
FASHION AWARDS  
2023

MONDAY, JANUARY 9, 2023

# ANDAM OPENS ITS 2023 COMPETITION

## 5 PRIZES & A RECORD ENDOWMENT OF €700K

### **BUREAU BETAK JOINS THE PRESTIGIOUS ANDAM CONSORTIUM OF SPONSORS**

Since 34 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.

Following META and Mytheresa last year, ANDAM welcomes among its private sponsors, the creation and production agency, Bureau Betak, represented by its Founder and Chief Creative Officer, Alexandre de Betak.

Every year, ANDAM benefits from the support of its two historical public partners – the French ministry of Culture and DEFI (Committee for the Promotion and Development of the French Fashion Industry) – as well as the faithful and strengthened commitment of the following private sponsors: BALENCIAGA, CHANEL, CHLOÉ, LA FONDATION PIERRE BERGÉ – YVES SAINT LAURENT, LES GALERIES LAFAYETTE, HERMÈS, KERING, GOOGLE FRANCE, LACOSTE, LONGCHAMP, LVMH, L'ORÉAL PARIS, META, MYTHERESA, OTB, PREMIERE CLASSE, SAINT LAURENT, SWAROVSKI, TOMORROW.

*“Bureau Betak has always been committed to supporting creation, new talent and innovation and is honored to join ANDAM. Through its action within ANDAM, we will be happy to be able to accompany the winners to present their collections, to write their story with a focus on the emergence, resonance, amplification, and also the sustainable development of production, Bureau Betak being certified ISO 20121. We look forward to discovering the 2023 nominees and working with the prestigious award members.”*

**ALEXANDRE DE BETAK, FOUNDER & CHIEF CREATIVE OFFICER, BUREAU BETAK**

*“The faithful and strengthened support of our public and private sponsors attests how crucial our exemplary coordination is for the future of our creative industry. I am glad to see our global endowment reaching €700.000 sending a positive and strong message of support and encouragement to all the emerging designers and innovative start-up. This year, our ecological commitment is particularly highlighted thanks to the mentorship of the house of Chloé which just achieved B Corp Certification, the welcome of Bureau Betak certified ISO 20121 and the increase of the Innovation Prize’s grant to €100.000 which is one of our key development within the next years.”*

**GUILLAUME HOUZÉ, ANDAM PRESIDENT**

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CEO OF CHLOÉ, RICCARDO BELLINI, IS PRESIDENT  
OF THE 2023 JURY & MENTOR OF THE GRAND PRIZE.  
THE FASHION INNOVATION AWARD AND  
ACCESSORIES PRIZE INCREASE TO €100.000.

Thanks to strengthened commitment of its sponsors, the ANDAM Fashion Awards reach, for the first time in its history, a global endowment of €700.000, 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 2023 JURY WILL GRANT FIVE PRIZES:

**ANDAM GRAND PRIZE**

**€ 300.000**

**GRAND PRIZE—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, Riccardo Bellini, President and CEO of Chloé, will offer the two 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.

*" It is such an honor for Chloé to be mentoring the 2023 ANDAM Fashion Award edition. ANDAM has always been at the forefront of creation and creativity, together with all the jury members we look forward to discovering new inspiring talents, and to support them in the development of their brands in a challenging global context. "*

**RICCARDO BELLINI, PRESIDENT AND CEO, CHLOÉ**

**A N D A M**  
**F A S H I O N   A W A R D S**  
**2 0 2 3**

**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. Catherine Spindler, Deputy CEO of Lacoste, will mentor the winner for a one-year duration.

*“I am delighted that Lacoste is renewing and reinforcing the ties it has formed with ANDAM since 2019, by becoming mentor to the recipient of the Pierre Bergé prize. With strong values of savoir-faire and creativity rooted in our DNA, we aim to support creative young people and the talent of tomorrow, while contributing to French influence and supporting its creative industries.”*

**CATHERINE SPINDLER, DEPUTY CEO, LACOSTE**

**THE FASHION ACCESSORIES PRIZE**

**€ 100.000**

The future winner of the Accessories Prize will benefit from mentoring through personal guidance and expert advices of Guillaume de Seynes, Executive Vice-President of Hermès.

*“I am delighted to have the opportunity to mentor the future winner of the ANDAM Accessories Prize whose importance is growing year after year.”*

**GUILLAUME DE SEYNES, EXECUTIVE VICE-PRESIDENT, HERMÈS**

**FASHION INNOVATION PRIZE**

**€ 100.000**

Granted for the first time of 100.000€, the ANDAM Fashion Innovation Prize will reward a start-up, French or international willing to develop their project in France, which already has or is willing to have an application in the fashion sector. The company has to offer innovative technological solution for a fashion industry more respectful of human beings and the planet, this in the following fields: bio-tech, new materials, production, distribution and circular economy.

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.

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THE 2023 JURY WILL BE ANNOUNCED IN FEBRUARY  
CANDIDATES CAN NOW APPLY ONLINE ON [WWW.ANDAM.FR](http://WWW.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 29.

## ABOUT ANDAM

Created in 1989 by Nathalie Dufour and chaired by Guillaume Houzé,  
ANDAM's sponsor, Member of the Executive Board of the Galeries Lafayette group,  
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.

## PRESS OFFICE

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par



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DE LA CULTURE  
*Liberté  
Égalité  
Fraternité*

DEFI  
LA MODE DE FRANCE

BALENCIAGA

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PIERRE BERGÉ  
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Galeries  
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KERING

HERMÈS  
PARIS

LACOSTE



L'ORÉAL  
PARIS

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Meta

MYTHERESA

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Première Classe

SAINT LAURENT

SWAROVSKI

Tomorrow