

ANDAM
FASHION AWARDS
2024

WEDNESDAY, JANUARY 10, 2024

ANDAM CELEBRATES ITS **35TH** ANNIVERSARY
AND OPENS ITS ANNUAL **35TH** COMPETITION
WITH A €700.000 GLOBAL ENDOWMENT

ANTHONY VACCARELLO, CREATIVE DIRECTOR OF SAINT LAURENT, CHAIRS THE 2024 JURY

35 YEARS OF SUPPORTING THE YOUNG FASHION
DESIGNERS AND THE CREATIVE INDUSTRY

Initiated in 1989 by Nathalie Dufour, chaired by Guillaume Houzé, ANDAM's mission is to identify and accompany the French and international fashion talents and innovative start-ups that will actively contribute to the vitality and attractiveness of the French fashion industry and more widely to the future of fashion creation.

The ANDAM strategic and coordinated actions are made possible thanks to the commitment of its two historical partners and main financial sponsors - DEFI (Committee for the Promotion and Development of the French Fashion Industry) and the French ministry of Culture – as well as private sponsors, which renew and increase their support annually. It includes: BALENCIAGA, BUREAU BETAK, CHANEL, CHLOÉ, LA FONDATION PIERRE BERGÉ – YVES SAINT LAURENT, LES GALERIES LAFAYETTE, HERMÈS, INSTAGRAM, KERING, GOOGLE FRANCE, LACOSTE, LONGCHAMP, LVMH, L'ORÉAL PARIS, MYTHERESA, OTB, PREMIERE CLASSE, SAINT LAURENT, SWAROVSKI, TOMORROW,

"I founded the ANDAM Fashion Awards in 1989 to reveal and support the emerging talents in contemporary fashion. Today, ANDAM's mission has extended to all sectors of our cultural industry and the dialogue that we create between the young designers and innovative start-ups that we reward and our sponsors is essential to think together and effectively initiate the necessary transformation of our industry. I am very proud of this unique virtuous ecosystem that we have gathered over 35 years."

NATHALIE DUFOUR, ANDAM'S FOUNDER AND DIRECTOR

"For 35 years, ANDAM has been the home of those who innovate. This anniversary is an opportunity to honor our heritage but also our unwavering commitment to the future, by always expanding the reach of our endowment. Oscillating between heritage and vision, we could not imagine a better President of the Jury than Anthony Vaccarello, a visionary with proven talent and a former winner himself. His creative direction, synonymous with audacity and excellence, promises to guide ANDAM and its winners towards a new era, seizing fashion as an infinite force for renewal."

GUILLAUME HOUZÉ, ANDAM'S PRESIDENT

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CREATIVE DIRECTOR OF SAINT LAURENT,
ANDAM FASHION AWARDS' WINNER IN 2011,
ANTHONY VACCARELLO IS PRESIDENT OF
THE JURY AND MENTOR OF THE GRAND PRIZE

ANDAM opens its 2024 competition with 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, to give them the means to develop and sustain their business.

THE 2024 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, Anthony Vaccarello, Creative Director of Saint Laurent, 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.

"ANDAM is very important for Saint Laurent and myself. It was presided over by Monsieur Pierre Bergé from the first contest and for almost 30 years and I had the chance to be one of the prizewinners. For those reasons, I am sincerely honored to join as President the jury for this special anniversary edition and to hold the 2024 ANDAM at the Saint Laurent House. Today, as Saint Laurent Creative Director, I feel a duty to support emerging talents and new brands in fashion."

ANTHONY VACCARELLO, CREATIVE DIRECTOR, SAINT LAURENT

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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. Michael Kliger, CEO of Mytheresa, will mentor the winner for a one-year duration

"I am delighted that Mytheresa is reinforcing the partnership we have with ANDAM. Being the mentor to the recipient of the Pierre Bergé Prize is a true honour for us and allows us to provide the winner with true guidance and support in creating a strong digital presence in luxury. As a platform Mytheresa has been able to uniquely merge digital leadership with true customer centricity and experiential luxury. We aim to support creative young talent with our insights and experience."

MICHAEL KLIGER, CEO, MYTHERESA

THE FASHION ACCESSORIES PRIZE

€ 100.000

The future winner of the Accessories Prize will benefit from mentoring through personal guidance and expert advices of Eva Chen, VP Fashion Partnerships, Instagram.

"Instagram has long been the platform of choice for Fashion. And no category thrives more vividly than accessories on the platform. I am thrilled to be able to mentor the upcoming winner of the ANDAM Accessories Prize and offer her/him/them Instagram's expertise. I am looking forward to discover the next finalists and to help them story-tell through the multi-faceted lens of their accessories."

EVA CHEN, VP FASHION PARTNERSHIPS, INSTAGRAM

FASHION INNOVATION PRIZE

€ 100.000

Granted 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 and technological solutions that contribute to the ecological shift of the industry 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 2024 JURY WILL BE ANNOUNCED IN FEBRUARY.

CANDIDATES CAN NOW APPLY ONLINE ON 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 27.

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.

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par



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DE LA CULTURE

DEFI

LA MODE DE FRANCE

Liberté
Égalité
Fraternité

BALENCIAGA

BUREAU
BETAK

CHANEL

Chloé

Fondation
PIERRE BERGÉ
YVES SAINT LAURENT

Galeries
Lafayette

Google

HERMÈS
PARIS

KERING

LACOSTE



L'ORÉAL
PARIS

LONGCHAMP
PARIS

LVMH

Meta

MYTHERESA

OTB

Première Classe

SAINT LAURENT

SWAROVSKI

Tomorrow