

MONDAY, MAY 13, 2024

ALTERNATIVE INNOVATION WINS
THE 2024 ANDAM INNOVATION AWARD
& GRANT OF 100.000€

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 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.

Made of professionals of the fashion and tech industry, the Expert Committee gathered on Thursday, May 2 at IFM Paris to select the finalists and, among them, the winner of the 2024 edition.

Winner of this 2024 edition, the materials' company ALTERNATIVE INNOVATION is developing with its patented technology Alterskin™, a shape-memory plant bioresin, infinitely renewable and which can offer various applications: coating, coated textiles, soft biosourced material, spay. Their patented technology is derived from plant co-products, plastic free and with high added value.

«This year again, both the diversity and the quality of the applications received demonstrate the collective awareness of the need for profound change in the fashion industry and the importance of supporting these innovative projects.

I am very honored over the years to have gathered an experts' committee around this prize, whose excellent knowledge and field of experience make it possible to reveal an ecosystem of international start-ups offering crucial solutions to support the shift of our industry.

From new fibers and materials, through pigments and new manufacturing processes to distribution and customer experience, the entire industry is concerned, studied according to an ever more assertive desire to produce better by reducing waste, energy impact, carbon emissions and water consumption.

**ANDAM
FASHION INNOVATION
AWARD**

The three technologies: Alternative Innovation, Synovance and Autone, rewarded by our committee perfectly reflect this determination to offer ecological alternatives and/or effective impact measurement tools at each level of the value chain, and what's more, established on the French territory, which we are delighted about.»

NATHALIE DUFOUR, FOUNDER AND GENERAL MANAGER, ANDAM

« A huge thank you to the ANDAM team. This nomination will remain a highlight for me.

I'm grateful for this support for entrepreneurs who dare to explore new and greener paths. This appointment strengthens my determination to continue innovating and making a positive contribution to the evolution of the fashion and luxury industry.

My teams and I look forward to continuing our work with the invaluable support of ANDAM »

PAULINE WEINMANN, FOUNDER & CEO, ALTERNATIVE INNOVATION

THE TWO OTHER FINALISTS ARE:

AUTONE, London based start-up, provides an inventory management SaaS platform to maximise brands and retailers' growth and impact.

SYNOVANCE, French based start-up, is developing natural and biobased pigments (indigo mainly for now) to make the dying industry more sustainable.

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.

ANDAM
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THE EXPERTS COMMITTEE

MARIE-CLAIRE DAVEU, Chief Sustainability and Institutional Affairs Officer, KERING

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

PIERRE DELIVET, Director of Sales, Retail CPG Luxury, Google

PASCAL DENIZART, CEO, CETI

NATHALIE DUFOUR, Founder and General Manager, ANDAM

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

ISABELLE FERREIRA, Deputy Director of Research, IFTH

YANN GOZLAN, Founder and President, Creative Valley

VIOLAINE GRESSIER, Global Luxury Industry, Meta

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

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

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

FLEUR PELLERIN, Founder and CEO, Korelya Capital

CLARISSE REILLE, Executive Director, DEFI

PHILIPPE RIBERA, Vice-President Innovation, Lectra

JULIE RAFTON-JOLIVET, International & Business Development Director, Techtera

YANN RIVOALLAN, President, FFPAPF

ANDREA ROSSO, Diesel Sustainability Ambassador, OTB

FADWA SUBE, President, Soverency, Soverency Invest Group

PATRICK VIGNAL, VP R&D, Lacoste

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ABOUT ANDAM

Founded in 1989 by Nathalie Dufour and chaired by Guillaume Houzé, the annual ANDAM Fashion Awards offer, for the first year, a global financial support reaching 700.000€ and a dedicated mentorship to 5 companies chosen after a long and in-depth process of selection.

Since 35 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, BUREAU BETAK, 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.

