

ANDAM
FASHION AWARDS
2024

THURSDAY, JUNE 27, 2024

ANDAM ANNOUNCES ITS **2024** WINNERS

The ANDAM jury gathered on Thursday, June 27, to select the fellowship winners of the 2024 ANDAM Fashion Awards.

The 12 finalists presented individually their business and creative project to the 36 jury's members.

"France continues to attract talents from around the world thanks to its dynamism, creativity, and exceptional know-how. I want to congratulate the five winners of this edition, chosen by a jury composed of creatives and professionals. The ANDAM Fashion Awards show once again that fashion is not only an industry, but an art. I'd like to thank ANDAM which has, for 35 years, offered invaluable support and visibility to the talents of tomorrow."

RACHIDA DATI, FRENCH MINISTER OF CULTURE

"ANDAM once again demonstrates its ability to unite all the vital forces of fashion and culture around its creative and industrial project. The talents that have turned to us for several decades prove the resonance of our collective action with all partners and patrons, both public and private. ANDAM is a force for change and stability in a world that often needs it. The trust shown to us by Anthony Vaccarello, winner of the ANDAM Grand Prize in 2011 and now Jury President, is the ultimate guarantee of what we create: an ecosystem capable of regenerating itself."

GUILLAUME HOUZÉ, ANDAM'S PRESIDENT

Following the interviews, the jury decided to award:

THE ANDAM GRAND PRIZE, WITH 300K EUROS TO:

CHRISTOPHER ESBER

THE SPECIAL PRIZE, WITH 100K EUROS, TO:

3.PARADIS

For the following year, Christopher Esber and Emeric Tchatchoua for 3.Paradis will benefit from a privileged mentorship by Anthony Vaccarello, Creative Director of Saint Laurent, on both the creative and strategic dimensions of their business, in order to develop their label and strengthen their international reputation.

ANDAM
FASHION AWARDS
2024

THE PIERRE BERGÉ PRIZE OF 100K EUROS, TO:

PIÈCES UNIQUES

Michael Kliger, CEO at Mytheresa and the senior leadership team will help Edmond Luu for Pièces Uniques in providing the winner with guidance and support in creating a strong digital presence in the luxury sector, over the duration of one year.

"Pièces Uniques stands for unique creativity and outstanding design. We are delighted and honored to support and mentor Edmond Luu along the exciting journey of bringing the brand to a next level. A big congratulation to all the incredible finalists of the ANDAM Fashion Awards. The level of talent is truly amazing and we are proud to be a part of it especially this year as the patron for the Pierre Bergé Prize."

MICHAEL KLIGER, CEO, MYTHERESA

THE ACCESSORIES PRIZE OF 100K EUROS, TO:

MAEDEN

In order to help his brand's development, Christian Heikoop for Maeden will benefit from a one-year mentorship and the personal guidance of Eva Chen, VP Fashion Partnerships, Instagram:

"It's clear the future of fashion is here with the ANDAM Accessories Finalists. I was inspired by the immense talent and passion demonstrated by all of them. I am thrilled for Maeden to have won the accessory Prize and very much look forward to mentoring Christian Heikoop, and to see him grow his brand and community."

EVA CHEN, VP PARTENARIATS MODE, INSTAGRAM

Selected by a fashion and innovation experts committee on May 2 at IFM Paris, Alternative Innovation won the 2024 ANDAM Fashion Innovation Award, granted with a K100 euros endowment. With its patented technology Alterskin™, the French start-up offers a shape-memory plant bioresin, infinitely renewable and which can offer various applications: coating, coated textiles, soft biosourced material, spay.

The two finalists of the ANDAM Innovation Award are Autone an inventory management SaaS platform and Synovance which develops natural and biobased pigments for the dying industry.

ANDAM
FASHION AWARDS
2024

ANDAM SPONSORS OFFER
A DEDICATED MENTORSHIP
TO THE 2024 ANDAM WINNERS

BUREAU BETAK will 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.

GOOGLE will offer the ANDAM winners one-to-one mentoring meeting with Sébastien Missoffe, VP Google France and his team.

INSTAGRAM will provide the ANDAM winners with dedicated mentoring sessions with Eva Chen, VP Fashion Partnerships, and Clara Cornet, Fashion Partnerships Southern Europe, to develop their digital skills and learn how to make the most of Instagram and Meta family of apps.

LES GALERIES LAFAYETTE, a personalised meeting on collection plan, merchandising and commercialization

OTB will grant the winners a one-to-one meeting on a specific sustainability-related topic of their interest.

During the 2024 prize ceremony hosted by the French Minister of Culture, Rachida Dati, the fifth 2024 ANDAM winners received a crystal trophy, generously offered by Swarovski, and designed by Anthony Vaccarello, ANDAM Grand Prize winner 2011 and mentor of this edition.

CHRISTOPHER ESBER

ANDAM GRAND PRIZE 2024







MAEDEN

ANDAM ACCESSORIES PRIZE 2024



ALTERNATIVE INNOVATION ANDAM FASHION INNOVATION PRIZE 2024



ANDAM FASHION AWARDS 2024

À PROPOS DE L'ANDAM

Founded in 1989 by Nathalie Dufour and chaired by Guillaume Houzé, the annual ANDAM Fashion Awards offer a financial support of 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.

PRESS RELATIONS

KARLA OTTO PARIS
andam@karlaotto.com
+ 33 (0)1 42 61 34 36

Soutenu
par



MINISTÈRE
DE LA CULTURE

Liberté
Égalité
Fraternité

DEFI

LA MODE DE FRANCE

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

Premiere Classe

SAINT LAURENT

SWAROVSKI

Tomorrow