

ANDAM
FASHION AWARDS
2025

TUESDAY, JANUARY 21, 2025

ANDAM OPENS ITS ANNUAL
COMPETITION: € 700 000 TO SUPPORT
THE FRENCH
FASHION INDUSTRY

Since 36 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.

ANDAM'S WINNER IN 2013, AMI JOINS THE PRESTIGIOUS ANDAM CONSORTIUM OF SPONSORS.

Twelve years after winning the ANDAM Grand Prize, Alexandre Mattiussi and his brand AMI become ANDAM sponsor, alongside: 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, as well as the French ministry of Culture and DEFI (Committee for the Promotion and Development of the French Fashion Industry), as historical public partners.

"It is with great pride that we join ANDAM this year as an official partner and mentor of the Pierre Bergé Prize. Twelve years ago, AMI won the ANDAM Grand Prize; a prize that changed my life and the history of the House. I am therefore very honoured to be alongside Nathalie Dufour and ANDAM's historical partners to support the French and international young creation."

ALEXANDRE MATTIUSSI, FOUNDER AND ARTISTIC DIRECTOR, AMI

"Seeing Alexandre Mattiussi link the tremendous success of his brand AMI with ANDAM is both a symbol and a promise: symbol of a winner who, after being supported by our Grand Prize, is willing to share his success with the new generation; promise of the long-lasting impact of ANDAM, which reveals and supports the greatest talents of the fashion industry. Counting Alexandre among our sponsors this year is an invaluable chance, especially since this 2025 edition will be placed under the exceptional mentorship of Sidney Toledano and LVMH Group, whom I would like to thank for his continued support."

GUILLAUME HOUZÉ, ANDAM PRESIDENT

**A N D A M
F A S H I O N A W A R D S
2 0 2 5**

**5 PRIZES – A GLOBAL ENDOWMENT OF 700K€
AND A GLOBAL MENTORSHIP PROGRAM**

**SIDNEY TOLEDANO IS PRESIDENT OF THE
JURY AND MENTOR OF THE GRAND PRIZE**

ANDAM opens its 2025 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 2025 JURY WILL GRANT FIVE PRIZES:

ANDAM GRAND PRIZE	€ 300 000
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.

As President of IFM, founding member of ANDAM, Sidney Toledano, 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.

“Continuing my commitment as IFM President to support the training of the future professionals in the fashion industry, I will be very happy to support the upcoming winners of the ANDAM Grand Prize and Special Prize and to share with them my passion and my experience which, I hope, will contribute to the development of their creative business.”

SIDNEY TOLEDANO, PRESIDENT, IFM

A N D A M
F A S H I O N A W A R D S
2 0 2 5

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. Alexandre Mattiussi, Founder and Artistic Director of AMI, will guide the future winner and help her/him structure her/his business and collections, for a one-year duration.

FASHION ACCESSORIES PRIZE

€ 100 000

The future winner of the Accessories Prize will benefit from mentoring through expert business advices of Sophie Delafontaine, Artistic Director of Longchamp.

“Each year, being able to participate in this great meeting about fashion, creation and innovation is a privilege. Once again, Longchamp will be delighted to offer access to its stocks of materials to the lucky finalists of the 2025 ANDAM Fashion Awards and to help them in the development of their future projects. I can’t wait to discover the name of the 2025 Fashion Accessories Prize’s winner ! Good luck to all the candidates.”

SOPHIE DELAFONTAINE, ARTISTIC DIRECTOR, LONGCHAMP

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.

ANDAM FASHION AWARDS 2025

THE 2025 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
ON MONDAY, JUNE 30.

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

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

ami alexandre mattiussi

BALENCIAGA

BUREAU
BETAK

CHANEL

Chloé

Fondation
PIERRE BERGÉ
YVES SAINT LAURENT

Galeries
Lafayette

Google

HERMÈS
PARIS

KERING

LACOSTE



L'ORÉAL
PARIS

LONG CHAMP
PARIS

LVMH

Meta

MYTHERESA

OTB

SAINT LAURENT

SWAROVSKI

Tomorrow

WSN

ANDAM FASHION AWARDS 2025

THE 2025 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
ON MONDAY, JUNE 30.

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

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

ami alexandre mattiussi

BALENCIAGA

BUREAU
BETAK

CHANEL

Chloé

Fondation
PIERRE BERGÉ
YVES SAINT LAURENT

Galeries
Lafayette

HERMÈS
PARIS

KERING

LACOSTE

L'ORÉAL
PARIS

LONGCHAMP
PARIS

LVMH

Meta

MYTHERESA

OTB

SAINT LAURENT

SWAROVSKI

Tomorrow

WSN