

ANDAM
FASHION AWARDS
2026

WEDNESDAY, JANUARY 14, 2026

**Mentored by Alexandre Mattiussi
ANDAM opens its 2026 competition
with a €700000 endowment.**

KARLA OTTO & ZALANDO JOIN LEADING INDUSTRY
PLAYERS UNITED AROUND A COMMON MISSION:
TO SPOTLIGHT THE DESIGNERS OF TOMORROW.

Since 37 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.

In 2026, the ANDAM Fashion Awards continues to gain momentum and proves its global attractiveness by welcoming among its private sponsors :

- the international communication agency, KARLA OTTO, an essential partner for brands' multi-channel communication strategies.
- the global ecommerce platform, ZALANDO, whose expertise in terms of digital and distribution will be a valuable help to the designers.

The sponsors which annually renew their support to ANDAM's actions are:

- the French ministry of Culture and DEFI (Committee for the Promotion and Development of the French Fashion Industry), as historical public partners.
- aside private sponsors: AMI PARIS, BALENCIAGA, BUREAU BETAK, CHANEL, CHLOÉ, LA FONDATION PIERRE BERGÉ –YVES SAINT LAURENT, LES GALERIES LAFAYETTE, HERMÈS, INSTAGRAM, KERING, LACOSTE, LONGCHAMP, LVMH, L'ORÉAL PARIS, OTB, SAINT LAURENT, SWAROVSKI and WSN.

"I'm deeply honored and grateful to ANDAM for welcoming me in this new role. Supporting this organization has been a meaningful part of our journey for many years, as we share a passion for discovering new talent and guiding them in their communication—an approach that has always been at the heart of Karla Otto's DNA. I'm excited to begin this new chapter and to meet the talented designers shaping the future of fashion."

Alexander Werz, CEO & Partner, KARLA OTTO

"We are thrilled to establish this partnership with ANDAM and eager to see how the designers will challenge themselves in this new edition. At Zalando, our vision is to build a leading online ecosystem for fashion and beauty in Europe, where inspiration, creativity, commerce, and customer experience converge. By joining ANDAM, we want to help emerging designers translate their creative vision into sustainable brand development, capable of resonating with audiences across Europe. Through our expertise, we can support talents in their growth by focusing on long-term brand desirability, while allowing them to concentrate on what they do best: shaping the future of fashion."

Laura Toledano, General Manager Western Europe, ZALANDO

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5 prizes—a global endowment of 700K€ and an enhanced mentorship program.

ALEXANDRE MATTIUSSI IS PRESIDENT OF THE JURY AND MENTOR OF THE GRAND PRIZE.

ANDAM opens its 2026 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 2026 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.

Founder and Creative Director of AMI Paris, ANDAM's sponsor, Alexandre Mattiussi, 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.

"Being appointed President of the 2026 ANDAM jury is a great honor. Receiving the Grand Prix from Pierre Bergé in 2013 was a defining moment in my career. Today, it is with great emotion that I commit to supporting creativity and emerging talent."

Alexandre Mattiussi, Creative Director and Founder, AMI Paris

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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. Frédéric Maus, CEO of WSN, will guide the future winner and help her/him structure her/his business and collections, for a one-year duration.

"I am proud and deeply honored to take on the role of mentor for the ANDAM Pierre Bergé Prize. At WSN, our mission is to support the designers and brands imagining the fashion and society of tomorrow — an ambition we fully share with ANDAM. I warmly thank Nathalie Dufour for her vision and enduring dedication, which make ANDAM an essential force in nurturing new creative voices."

Frédéric Maus, CEO, WSN

THE FASHION ACCESSORIES PRIZE € 100 000

The future winner of the Accessories Prize will benefit from mentoring through personal guidance and expert business advices of Pelagia Kolotouros, Creative Director of Lacoste.

"I am delighted that Lacoste can once again strengthen its ties with ANDAM by supporting the Accessories Prize. With transmission at the core of our values, passing on savoir-faire, nurturing creativity, and sharing the spirit of innovation that drives us, we are committed to offering young designers privileged access to our expertise. I look forward to meeting the future winner and accompanying them as they unfold the full potential of their vision. My warmest wishes to all the candidates."

Pelagia Kolotouros, Creative Director, LACOSTE

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 2026 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 July 1st.

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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ami
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BALENCIAGA

BUREAU BETAK

CHANEL

Chloé

Fondation
PIERRE BERGÉ
YVES SAINT LAURENT

Galerie Lafayette

 **HERMÈS**
PARIS

KARLA OTTO

KERING

LACOSTE 

L'ORÉAL
PARIS

LONGCHAMP
PARIS

LVMH

 **Meta**

OTB

Saint Laurent

SWAROVSKI

WSN

zalando