

ANDAM
FASHION INNOVATION
AWARD

FRIDAY MAY 22, 2026

Alphalyr wins the 2026 ANDAM Fashion Innovation Award, granted with 100.000 €

Made of professionals of the fashion and tech industry, the Expert Committee gathered on Wednesday, May 20 at IFM Paris to review the applications and select the winners of the 2026 edition.

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.

« Since its creation, the ANDAM Innovation Prize has brought to light nine laureates — from Euveka to Losanje — who are transforming our industry's materials, dyeing, and circularity. Together, they have raised more than €200 million and forged partnerships with the biggest players in fashion and luxury. By connecting research, design, and major fashion Houses, the Prize has established itself as a true accelerator of more responsible fashion. Beyond the podium, it is an entire ecosystem of innovators that ANDAM brings to the fore, year after year. »

Nathalie Dufour, Founder & General Manager, ANDAM

Winner of this 2026 edition,

ALPHALYR is an AI-powered data analytics platform for supply chain, retail, and e-commerce that transforms data into actionable decisions to synchronize performance across all sectors.

« Having spent years in retail and e-commerce, we are deeply honored to have received this prestigious award, which will allow us to accelerate the AI transformation of brands and retailers for greater resilience, agility, and sustainability. »

Bertrand Fredenucci, Co-President, Alphalyr
Nicolas Fellous, General Manager, Alphalyr

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« We discovered a real maturity and diversity in the offering of new materials, with an increasingly sharp consideration of ecological challenges, particularly water and carbon consumption. In parallel, we also saw, in a very concrete and operational way, the improvement that AI brings to the value chain, whether in operational efficiency or in the co-development of the creative approach. »

Yann Gozlan, Founder & President, Creative Valley

For the second year,
the Expert Committee awarded a Special Prize :

PILI combines microbial fermentation with green chemistry to produce bio-based dyes and pigments (notably a bio-based indigo) from renewable resources, replacing petrochemical colorants.

« We are grateful that our technology has been recognized by ANDAM's expert committee as a future standard for the fashion industry. We hope this award will help strengthen our visibility among industry professionals. »

Jérémie Blache, CEO, Pili

The winners will benefit from the mentoring of Yann Gozlan, Founder & President of Creative Valley, and 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.

Soutenu
par



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In addition, the Expert Committee wished to recognize the work of the finalists, who will be invited free of charge to present their technology during the next Inno-Tech edition of Première Vision trade show, from September 1 to 3, 2026.

AWEN — A generative AI platform that empowers fashion design, marketing, and merchandising teams while respecting traditions and intellectual property.

BIOFLUFF — A plant-based, natural alternative to fur.

FIBERLY — Transforms cellulosic fibers from textile waste into a fiber that replicates the quality of premium cotton, thanks to shaping and surface texturizing modules.

H&B MATERIALS — Develops bio-based, water-repellent textile treatments that replace PFAS while remaining compatible with standard industrial processes.

ORIANE — A multimodal AI-powered video search engine (Instagram, TikTok, etc.) that indexes and analyzes content to detect trends and generate analytics on video platforms..

PROLONG — A software platform that digitizes and manages after-sales repair and maintenance services for brands.

RECYC LEATHER — Recycles leather scraps by combining them with lyocell fibers.

RENATURE — A leather alternative: develops 100% bio-based, flexible materials made from agri-food by-products (vegetable proteins and tannins).

THE 8 IMPACT — Recycles end-of-life elastomers from post-consumer shoes and tennis balls using a mechanical dismantling and regeneration process, without water or chemicals.

YOONA.AI — An agentic AI platform dedicated to product design that combines generative AI with market and internal data analysis to improve design processes and increase collection profitability.

The Expert Committee

FRANCK DELPAL, Directeur du Mastère Spécialisé Institut Français de la Mode

NATHALIE DUFOUR, Fondatrice et Directrice Générale, ANDAM

ÉRIC DUPONT, Directeur Développement Durable, Transformation, Supply Chain et Filières, Chanel

ISABELLE FERREIRA, Directrice Scientifique Adjointe, IFTH

YANN GOZLAN, Fondateur et Directeur, Creative Valley

VIOLAINE GRESSIER, Global Head of Luxury, Meta

GUILLAUME HOUZÉ, Directeur Général du Groupe Galeries Lafayette et Président de l'ANDAM

ANNE-GAËLLE LAMORT, Responsable Innovation Durable, Kering

CÉLINE LIPPI, Co-Fondatrice, Luxury Tech Fund

PASCAL MORAND, Président Exécutif, Fédération de la Haute Couture et de la Mode

FLEUR PELLERIN, Fondatrice et Présidente, Korelya Capital

CLARISSE REILLE, Directrice Générale, DEFI

PHILIPPE RIBERA, Vice-Président Innovation, Lectra

JULIE RAFTON-JOLIVET, Déléguée Générale, Techtera

YANN RIVOALLAN, Président, FFPAPF

ANDRÉA ROSSO, Ambassadeur du Développement Durable d'OTB

FLORENCE ROUSSON, Présidente du directoire Première Vision, Directrice générale de The Creative Pole

NICOLAS SANTI-WEIL, Directeur Général, Ami Paris

FRÉDÉRIC SILVERT, Président, CETI

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 a global financial support of 700.000€ and a dedicated mentorship to 6 companies chosen after a long and in-depth process of selection.

Since 37 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 AMI PARIS, BALENCIAGA, BUREAU BETAK, CHANEL, CHLOÉ, FONDATION PIERRE BERGÉ YVES SAINT LAURENT, GALERIES LAFAYETTE, HERMÈS, INSTAGRAM, KARLA OTTO, KERING, LACOSTE, LONGCHAMP, LVMH, L'ORÉAL PARIS, OTB, SAINT LAURENT, SWAROVSKI, WSN and ZALANDO.

About ANDAM Fashion Innovation Award

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 rewards 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.

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