

ANDAM
FASHION AWARDS
2026

WEDNESDAY, JULY 1, 2026

ANDAM announces its 2026 winners

The jury members gathered on Wednesday, July 1st, at IFM Paris, to select the fellowship winners of the 2026 ANDAM Fashion Awards. The 11 finalists presented individually their business and creative project to the 31 jury's members.

"The history of fashion is also the history of our nation. The boldness of our creators, the genius of our designers, and the exceptional craftsmanship of our artisans have all helped shape this French success story, one that remains a source of great national pride. Through its achievements, fashion has become not only an extraordinary space for creativity, but also a powerful instrument of influence and a major driver of economic growth. The French fashion ecosystem deserves to be supported in all its expressions, while continuing to foster its constant capacity for reinvention. ANDAM has been a cornerstone of this commitment. Since its creation, it has recognised more than a hundred laureates, among whom are many of the leading figures of contemporary global fashion, reaffirming its role as an essential springboard for talent from around the world. Each prize awarded represents a commitment to French creativity: a commitment to provide it with the means to emerge, to thrive, and to shine on the international stage."

Catherine Pégard, French Minister of Culture

"This edition has a particular flavor, as the jury was chaired by Alexandre Mattiussi. Thirteen years ago, Alexandre won this award, at the start of AMI Paris. Today, he returns and take place on the other side of the table, selecting and supporting those who will follow his path and write the next great stories in fashion. That is the very mission of the ANDAM."

Guillaume Houzé, ANDAM's President

Following the interviews, the jury decided to award:

The ANDAM Grand Prize, with 300K euros to:

Marie Adam-Leenaerdt

The ANDAM Special Prize, with 100K euros, to:

Pauline Dujancourt

For the following year, Marie Adam-Leenaerdt and Pauline Dujancourt will benefit from a privileged mentorship of Alexandre Mattiussi on both the creative and strategic dimensions of their business, in order to develop their label and strengthen their international reputation.

"I warmly congratulate Marie Adam-Leenaerdt, winner of the ANDAM Grand Prize. Her work is proof that creativity, intelligence, passion, and a distinctly contemporary vision continue to shape the future of fashion. A special word as well for Pauline Dujancourt, winner of the Special Prize, whose work reminds us of a simple truth: in a world where artificial intelligence and marketing are playing an ever-greater role, nothing will ever replace the sensitivity, emotion, and unique vision of a designer."

Alexandre Mattiussi, Creative Director and Founder, Ami Paris

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The Pierre Bergé Prize of 100K euros, to:

Anthony Calydon

Frédéric Maus, CEO of WSN, will help Anthony Calydon structure his brand and manage a safe and global growth for his brand thanks to precious advices in product development, commercial and digital strategies.

"Mentoring Anthony Calydon for the ANDAM Pierre Bergé Prize is a new step in WSN's long-standing commitment to emerging designers. I am delighted to support a talent whose vision is helping to shape the future of fashion."

Frédéric Maus, CEO, WSN

The Accessories Prize of 100K euros, to:

Phileo

In order to help her brand's development, Phileo will benefit from a one-year mentorship and the personal guidance of Pelagia Kolotouros, Creative Director of Lacoste.

"Phileo stood out through a distinctive creative vision and a unique approach to accessories. What I find particularly compelling is the ability to create pieces that are not only thoughtfully crafted, but that also express a strong point of view and a genuine sense of identity. Creativity is at its most powerful when it remains authentic and true to its own voice. I am delighted to accompany Phileo over the coming year and look forward to sharing ideas and perspectives as the brand continues to grow. My warmest congratulations to Phileo and to all the finalists, whose talent, dedication and creativity make this new generation of designers so inspiring."

Pelagia Kolotouros, Creative Director, Lacoste

Selected by a fashion and innovation experts committee on May 20 at IFM Paris, **ALPHALYR** won the 2026 ANDAM Fashion Innovation Award, granted with a K100 euros endowment. The French Start-up is an AI-powered data analytics platform for supply chain, retail, and ecommerce that transforms data into actionable decisions to synchronize performance across all sectors.

For the second edition, the Expert Committee awarded a Special Prize to: **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.

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ANDAM sponsors offer a dedicated mentorship to the 2026 ANDAM winners.

Bureau Betak will assist the winners with questions related to the production of their fashion show or events.

Instagram will provide the winners with dedicated mentoring sessions with Eva Chen, VP Fashion Partnerships, and Clara Cornet, EMEA Beauty & Fashion Partnerships, to develop their digital skills and learn how to make the most of Instagram and Meta's family of apps, AI and wearables.

Les **Galleries Lafayette** buying team, will personally meet the designers to optimize their collection plan, merchandising and commercialization.

Karla Otto's team will meet with the winners to offer them personalized support in order to optimize their multi-channel communication strategy.

OTB will grant the winners a one-to-one meeting on a specific sustainability-related topic of their choice, tailored to support their specific interests and ambitions.

WSN and **Premiere Classe**, will offer the winners a highlighting on its event during Paris Fashion Week associated to a targeted communication for French and international buyers and journalists.

The 2026 ANDAM Fashion Awards's winners will meet with the **Maison des Savoir-Faire et de la Création**, a platform fully funded by DEFI, to discover production opportunities in France and connect with French manufacturers.

Serge H. with **Les Teintures de France** will host the winners to showcase their expertise and latest technologies. They will receive dedicated support for the finishing of their future collections and will be able to produce one piece generously offered.

During the 2026 Prize Ceremony hosted by the french Minister of Culture, Catherine Pégard, the six ANDAM Fashion Awards winners received a crystal trophy, generously offered by Swarovski, and designed by Alexandre Mattiussi, ANDAM Grand Prize winner 2013 and president of the 2026 ANDAM jury.









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About ANDAM

Founded in 1989 by Nathalie Dufour and chaired by Guillaume Houzé, the annual ANDAM Fashion Awards offer a financial and logistic support to fashion designers chosen after a long and in-depth process of selection. The 2026 jury's meeting and prize ceremony will take place on Wednesday, July 1st.

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, KARLA OTTO, KERING, LACOSTE, LONGCHAMP, LVMH, L'ORÉAL PARIS, META, MYTHERESA, OTB, SAINT LAURENT, SWAROVSKI, WSN and ZALANDO.

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