

Communiqué de presse
Paris, November 24th 2017

ANDAM FASHION AWARD PARIS

GUILLAUME HOUZE IS APPOINTED PRESIDENT OF ANDAM

ANDAM's Board of Directors have unanimously agreed to appoint Guillaume Houzé, Director of Image and Communications for Galeries Lafayette and BHV MARAIS, and President of Lafayette Anticipations–Galeries Lafayette corporate Foundation, as President of ANDAM. He succeeds to Pierre Bergé, historical President of the Association, who held the position since its creation in 1989, and will serve for a three-year renewable tenure.

« I am very humbled by the trust that the ANDAM's Board of Directors have placed in me today, and am very honored to take on the presidency of such a prestigious Association whose mission strongly resonates with the values that forge the identity of our family-owned group, committed, for over 120 years, to promoting creation in all its forms » said Guillaume Houzé. *« As the fashion industry faces unprecedented changes, ANDAM has, more than ever, a decisive role to play in bringing out the talents that will contribute to tomorrow's fashion industry. On this occasion, I wish to pay tribute to Pierre Bergé, a man of vision and convictions, who consistently worked, since ANDAM's creation, to ensure the association's prestige and strengthen the position of Paris as the world's Fashion capital. »*

« We are very pleased with the appointment of Guillaume Houzé, representative of our private sponsors in our Board of Directors, as ANDAM's President. Galeries Lafayette are a major cultural sponsor in France, and one of our most faithful partners. Through their brands and new Foundation for contemporary arts, their constant commitment to supporting fashion and creation in all forms echoes the meaning and mission Pierre Bergé and I have always been committed to give to ANDAM » explains Nathalie Dufour, ANDAM's General Manager.

ABOUT ANDAM

Founded in 1989 under the initiative of the French Ministry of Culture and the DEFI by Nathalie Dufour, ANDAM is dedicated to supporting young designers and reinforcing Paris influence, as the world fashion capital. To this end, ANDAM brings together institutional and major private actors of this cultural industry to develop coordinated strategies and transversal actions.

Thanks to the commitment of its two historical public partners and main financial sponsors and its fifteen private sponsors, which renew and enhance their support annually – including CHANEL, Chloé, Fondation Pierre Bergé - Yves Saint Laurent, Galeries Lafayette, Hermès, Kering, Longchamp, LVMH, M·A·C Cosmetics, MATCHESFASHION.COM, Moncler, OTB, Swarovski, Tomorrow London Ltd, Maison Yves Saint Laurent, ANDAM offers a financial and logistic support to fashion designers chosen after a long and in-depth process of selection.

In 2017, the annual ANDAM Fashion Awards reached the historical amount of 430.000 € (\$501K)

- the ANDAM Fashion Award, 250.000 € (\$291K)
- the ANDAM Creative Label Prize, 100.000 € (\$116K)
- the ANDAM Fashion Accessories Prize, 50.000 € (\$58K)
- the ANDAM Fashion Innovation Award, 30.000 € (\$35K)

Composition of ANDAM's Board of Directors

- **Fondation Pierre Bergé – Yves Saint Laurent**, represented by Madison Cox, President,
- **Institut Français de la Mode**, represented by Dominique Jacomet, General Manager,
- **Fédération de la Haute Couture et de la Mode**, represented by Didier Grumbach, Honorary President
- **DEFI**, represented by Clarisse Reille, General Manager,
- **French Ministry of Culture**, represented par Mme Régine Hatchondo, Chief Executive Officer of the Artistic Creation,
- **French Ministry of Economy and Industry, Department of Enterprises**, represented by Fabrice Leroy, Head of Office Textile Fashion and Luxury,
- **Musée des Arts Décoratifs**, represented by Olivier Gabet, Director
- **Galeries Lafayette**, represented by Guillaume Houzé, Director of Image and Communications for Galeries Lafayette and BHV MARAIS, and President of Lafayette Anticipations – Galeries Lafayette corporate Foundation.



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