Antonin Tron wins ANDAM Prize with his label Atlein

By Matthieu Guinebault - 2 July 2018

On the evening of June 29, the French Ministry of Culture hosted the award ceremony for the 29th edition of the ANDAM (the French national association for the development of the arts and fashion) emerging designer prize. The Grand Prize was awarded to Antonin Tron (for his label Atlein), and the jury also recognised fashion designer Ludovic de Saint Sernin, accessories designer Stéphanie D'Heygere and the Colorifix company for innovation.

Frenchman Antonin Tron, winner of the Grand Prize, endowed with a purse of €250,000, was trained in Antwerp. His label Atlein shows in Paris, and ever since its launch in 2016 it has probed with verve into how movement affects the silhouette. Atlein was included in the first ‘Talents’ promotional programme run by the women’s ready-to-wear federation of France.

The creative label award, previously called ‘First Collections’ and worth €100,000, went to another French designer, Ludovic de Saint Sernin, who in 2017 launched the eponymous unisex line, which has already caught the fashion world’s eye. Ludovic de Saint Sernin’s talent was also spotted by the LVMH Prize’s jury.

The award for the accessories category, worth €50,000, went to D'Heygere, a label by designer Stéphanie D'Heygere which finds new, different ways of re-using accessories. Or casts them in a different dimension, literally and figuratively, as shown at the recent Y/Project show, to which Stéphanie D'Heygere contributed.

Finally, the second edition of the Innovation Prize, worth €30,000, was won by Norwich-based British company Colorifix, specialised in the search for new, environmentally friendly dyeing solutions that use synthetic biology technology. A technique which caught the attention of Fashion for Good, the technology accelerator by Plug and Play and Kering.

Paris the “most fertile landscape”

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[Image of Antonin Tron and other award winners]
“These prizes recognise courage, engagement and the refusal to be bound by conventions,” said French Minister of Culture Françoise Nyssen. “Fashion lies at the heart of the history and cultural heritage of [France]. It’s one of the most productive artistic domains, a major creator of jobs, with a pool of talents which the whole world admires and envies us.”

The ANDAM Prize jury was chaired this year by Pierre-Yves Roussel, member of the executive committee of LVMH. It was made up of 24 industry experts, including four new names: René Célestin, founder of the OBO event organisation agency; the founder of the Première Classe show, Xavier Clergerie; the editor-in-chief of Grazia, Joseph Ghosn, and Marc Goehring, fashion designer and editor-in-chief of German fashion magazine 032C.

The jury also featured, among others, François-Henri Pinault (Kering), Renzo Rosso (OTB), John Demsey (Estée Lauder), Geoffroy de la Bourdonnaye (Chloé), Guillaume de Seynes (Hermès), Guillaume Houzé (Galeries Lafayette), Natalie Kingham (MatchesFashion), Bruno Pavlovsky (Chanel), Nadja Swarovski, and Clarisse Reille from French public body DEFI (the Committee for the Development and Promotion of Apparel).

“I'd like for ANDAM to be a platform that anticipates the major challenges inherent in the digital transformation of the fashion world, and its transition to sustainability,” said Guillaume Houzé, ANDAM President since last November, who paid a special tribute to his predecessor, Pierre Bergé. “Our industry can have an undesirable social and environmental fallout. Fashion is one of the world’s most polluting industries and we must support every innovation possible. And, I'm convinced, Paris is the most fertile landscape for that.”