

PRESS RELEASE

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## **RUN x ANDAM FASHION AWARDS PARIS IS NOW PART OF THE OFFICIAL RAKUTEN TOKYO FASHION WEEK CALENDAR**

For the first time, the Parisian expertise of RUN (WSN Group) and the creative excellence of ANDAM are being showcased in Japan. From March 19 to 21, 2026, the RUN x ANDAM FASHION AWARDS PARIS showroom will be located at the heart of Rakuten Tokyo Fashion Week, marking a decisive step in connecting French design with the Asian market.

### **A first in the heart of Shibuya**

The result of a unique collaboration between the WSN Group, ANDAM, and the **Japan Fashion Week Organization (JFWO)**, this exclusive event will take place at **Shibuya Hikarie**, the epicenter of Tokyo Fashion Week. This inclusion in the official calendar offers exceptional visibility to the selected designers, placing them at the forefront of attention for buyers in Japan and the APAC region.

### **A demanding curation: 7 exceptional labels**

For its inaugural Tokyo edition, RUN x ANDAM presents a strategic and relevant selection of established brands, combining ready-to-wear and accessories with **Adieu**, **Alainpaul** (**Andam Fashion Awards Special Prize 2025**), **Anicet**, **Burc Akyol** (**Andam Fashion Awards Pierre Bergé Prize 2025**), **Saul Nash**, **Tang Tsung Chien**, and **Trente Sept Paris**. To ensure optimal commercial connections, a dedicated buyer service (Japanese/English) will be operated by The Raws agency.

### **Key events:**

#### **Two ANDAM award winners**

The RUN x ANDAM showroom will be a highlight of this edition, presenting the collections of **Burc Akyol (Pierre Bergé Prize)** and **Alainpaul (Special Prize)** for the first time in Tokyo. Beyond this creative showcase, RUN is leveraging its proven expertise from Paris Fashion Weeks to realize the economic potential of these labels. With its specialized international development expertise and integrated buyer support, RUN provides the essential link between these award-winning talents and decision-makers in the Asian market.

## **The ALAINPAUL fashion show**

The highlight of this program will be the ALAINPAUL label, which is part of the official Paris Fashion Week calendar and winner of the ANDAM 2025 Special Prize. It will present its new FW26-27 collection during a fashion show event on March 21, 2026. This ambitious project, jointly led and supported by RUN x ANDAM and the JFWO, illustrates their shared commitment to supporting the international development of the most promising talents on the current fashion scene.

## **A platform for international influence**

Launched in 2024 by the WSN Group, RUN has established itself as the essential solution for producing fashion shows and showrooms during Paris Fashion Week. By exporting this hybrid format to Tokyo, WSN and ANDAM confirm their role as accelerators of business and brand awareness for creative brands.

## **PRESS CONTACTS TOKYO**

RINA SHIRAI INC. / Rina Shirai  
rina168sss@gmail.com  
090-2567-9168

## **BUYERS CONTACTS TOKYO**

THE RAW / Yuta Yahara  
info@raws-inc.com  
+81 (0)3 6821 1566  
m / WhatsApp: +81 (0)80 1154 5983

## **PRESS CONTACTS PARIS**

HOWLETT-DUBAELE / Hugo Howlett  
hugo@howlettdubaele.com  
+33 6 18 08 10 55

## **ABOUT**

### **About RUN**

Launched in 2024 by the WSN Group, RUN is a hybrid platform dedicated to producing runway shows, commercial showrooms, and after-show events. Four times a year, RUN transforms iconic pop-up venues to showcase the creativity of French and international



ANDAM  
FASHION AWARDS  
PARIS



brands in a premium setting. RUN is the ideal solution for giving emerging designers a platform during Paris Fashion Week for Women and Men.

### **About the ANDAM Fashion Awards**

Founded in 1989 by Nathalie Dufour with the support of the Ministry of Culture and DEFI, ANDAM (National Association for the Development of Fashion Arts) aims to identify and support emerging talents in contemporary design. Chaired by Guillaume Houzé, the association provides strategic financial and logistical support, ensuring the dynamism of the Parisian fashion scene and Paris's prominence as the world capital of fashion.

### **About WSN**

For over 35 years, the WSN Group has been imagining and designing events that unite business and emotions at the intersection of fashion, design, and culture. Organizer of 12 annual events (including Premiere Classe, Who's Next, Matter and Shape), WSN supports brands and retailers by offering concrete solutions (WSN Academy, RUN, Fashop...) and connects a community of 150,000 professionals worldwide each year.

### **About the Japan Fashion Week Organization (JFWO)**

Established in 2005, the JFWO's mission is to strengthen the international competitiveness of the Japanese textile and fashion industries. Organizer of "Rakuten Fashion Week TOKYO," it works to establish Tokyo as a unique global hub for fashion and textiles, fostering trade and creative exchange between Japan and the world.