

Belgium's Meryll Rogge Wins Andam Grand Prize 2025

The designer will take home €300,000 to develop her label, as well as receive mentorship from Sidney Toledano, senior advisor to LVMH chairman and chief executive Bernard Arnault and former CEO of LVMH Fashion Group.

By Joan Kennedy



Ghent-based designer Meryll Rogge has been named the 2025 grand prize winner of France's most prestigious fashion awards programme, the Andam Prize.

Known for her offbeat takes on classic womenswear, Rogge, who cut her teeth at Marc Jacobs and Dries Van Noten, will receive €300,000 (\$350,000) to develop her five-year-old label, alongside a year's worth of mentorship from Sidney Toledano, president of Institut Français de la Mode, senior advisor to the LVMH chairman and chief executive Bernard Arnault and former CEO of LVMH Fashion Group.

French designer Alain Paul, who received the special prize, will also receive mentorship from Toledano, in addition to a €100,000 cash prize. Burc Akyol and Sarah Levy were recipients of the Pierre Bergé Prize and Accessories prize, respectively. Both will receive a cash prize of €100,000; Ami Paris' founder Alexandre Mattiussi will help Akyol structure and grow his label, while Longchamp creative director Sophie Delafontaine will work with Levy.

The awards were presented at the Palais Royal after Paris Men's Spring/Summer 2026 fashion week came to a close, and before Couture kicks off on July 7. Previous winners of the Andam prize include designer Martin Margiela (who won the first edition in 1989), A.P.C. founder Jean Touitou, and, more recently designers Marine Serre, Louis-Gabriel Nouchi and Australian designer Christopher Esber, who took home the grand prize in 2024.

