

PARIS, August 29, 2018



ETAM AND INTERNATIONAL FOUNDATION ONE DROP ARE OFFERING

YOU THE CHANCE TO MEET CONSTANCE JABLONSKI AND

ENJOY VIP ACCESS TO THE 11th ANNUAL ETAM LIVE SHOW 2018

One Drop, whose mission is to provide access to safe drinking water for some of the most vulnerable communities in the world, is proud to announce they are teaming up with ETAM as part of its 10 Waves of One Drop campaign, celebrating the 10th anniversary of the foundation. Etam and their brand ambassador Constance Jablonski have joined forces to support the cause by offering a truly unique and unforgettable experience. You have the opportunity to win this experience by visiting the Charitybuzz platform and taking part in the auction, that will be open until September 6th:

www.charitybuzz.com/catalog_items/1595400

**THE WINNER AND A GUEST OF THEIR CHOICE WILL WIN
AN UNFORGETTABLE EXPERIENCE IN THE HEART OF PARIS,
THE ULTIMATE FASHION LOVERS GETAWAY!**

- Two tickets to attend the ETAM Live Show during Paris Fashion Week on September 25, 2018
- Exclusive access to the final rehearsal and a personalized Hair & Make Up Session
- Access to the after-show party
- 500€ Etam gift card with a personalized shopping session with a personal shopper at the Champs-Élysées flagship store
- Two nights in a boutique hotel in the heart of Paris.

ETAM X ONE DROP : COMMON VALUES

"Women are among those particularly affected by the lack of access to clean water. In the countries where we work, they are often responsible for collecting water at the source. A significant number of young girls are forced to leave school at a young age to help with the tasks involved in collecting water. On the way to the water point, they often end up in vulnerable and dangerous positions. **That's why they are at the heart of our campaigns.** In this vein, we immediately felt our values closely aligned with those of Etam group" said Marie-Claude Bourgie, Vice President of Development for One Drop.

For Laurent Milchior, CEO of Etam group, the partnership between the two organizations is also an obvious association: "The emancipation of women has been at the center of our mission for decades and it is **with great enthusiasm that Etam has committed itself to One Drop to raise funds and allow more women to be freed from the responsibility of providing water for their communities.**"

As a partner foundation, Urban Dove, with whom Constance Jablonski is also involved, and whose mission is to support young people in their social development, will benefit from half of the funds raised by this initiative. "It is an honor for us to support the foundation again and **I am delighted by the collaboration of both One Drop and Etam, two organizations that work in their own way to provide a better world for all women,**" said Constance Jablonski.

ABOUT ONE DROP

One Drop is an international foundation created in 2007 by Guy Laliberté, the founder of Cirque du Soleil. The heart of its mission: provide access to drinking water, sanitation and hygiene services to improve the living conditions of some of the most vulnerable communities in the world. With the goal of delivering long-term impact, One Drop Uses locally inspired social art forms to raise awareness, mobilize communities and influence positive behavioral change over the long term. This year, One Drop celebrates 10 years of positive impact around the world with projects in 13 countries that will reach more than 1.3 million beneficiaries.

To find out more, visit www.onedrop.org or get in touch with One Drop on Facebook and Twitter @onedrop or Instagram @1dropwater.

ABOUT ETAM

Long established over 100 years ago, Etam's ambition is to spread the concept of French Liberté around the world. Industry expert and market leader, today Etam has a presence in around 50 countries worldwide. Etam has been celebrating the glamorous spirit of lingerie and instilling a taste for fashion and corsetry know-how since its founding in 1916.

The company is the embodiment of the casual elegance, self-assurance, effortless style and sexy exuberance emblematic of French women, and looks to share this outlook with women around the world.

Since 1916, the history of Etam and of lingerie are closely linked to the history and mobility of women in society and the brand supports the empowerment and emancipation of women.

This broad pursuit, stretches from the feminine to the feminist, and includes the disaffected to those deeply engaged. Etam propagates the values associated with French Liberté and as a brand defined by its "Empowering Lingerie", fiercely supports organizations like One Drop who are engaged in supporting and empowering women.

For more information:

ONE DROP
Ariane Ergas-Forget
Marketing and communication manager
Tél : +1 514-723-7646 / 7799
Ariane.Ergas-Forget@OneDrop.org

ETAM
Caroline Japy / caroline.japy@etam.fr
Marketing and communication director
Karine Tarica / karine.tarica@etam.fr
PR manager