



ETAM LIVE SHOW 2019

On Tuesday, September 24th, Etam delivered a spectacular show that ignited the brand for an enthusiastic crowd of 4,000 at new Simonne Mathieu court at the Roland Garros tennis complex. Lucky attendees were conquered by an eclectic collection, and a 100% feminine line-up of extraordinary women.

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AN UNLEASHED CAST CELEBRATED DIVERSITY

In the wake of its post-holiday communication, the mantra of this twelfth edition of Etam Live was #Feel Free. A message delivered by a cast of many beauties led by some of the campaign muses: Constance Jablonski was in the lead, followed by Marquita Pring, Lauren Frederick, Lena Simonne, Priscilla Miegemolle, Nami Cissé...

A total of 70 stunning women, happy to be there together and to share the night's incredible ambiance and energy with the public.

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A 100% FEMININE LINE-UP, 100% #FEELFREE

Angèle opened the show with her feminist opus "Balance Ton Quoi?" (Ditch your whatever) followed by Ava Max, the mythical Beth Ditto with The Gossip, back together since this summer, and Claire Laffut. Aya Nakamura ushered out the end of the fashion show to the sounds of "DjaDja", her very first hit, in front of an effervescent audience.

Guests then enjoyed a concert where Aya Nakamura, Ava Max, Gossip and Angèle each performed four of their songs.

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NIGHT CLUB

An eclectic collection that evoked, in four scenes, all the desires and facets of a woman's life...
Opening with the theme "Night Club", a game that played on the feminine-masculine where tuxedo canvases were mixed with tulle and opacity faded into transparency and vice versa.
Primary element of this chapter, 103 lace, created especially for the show, which personifies the 103 years of the brand.

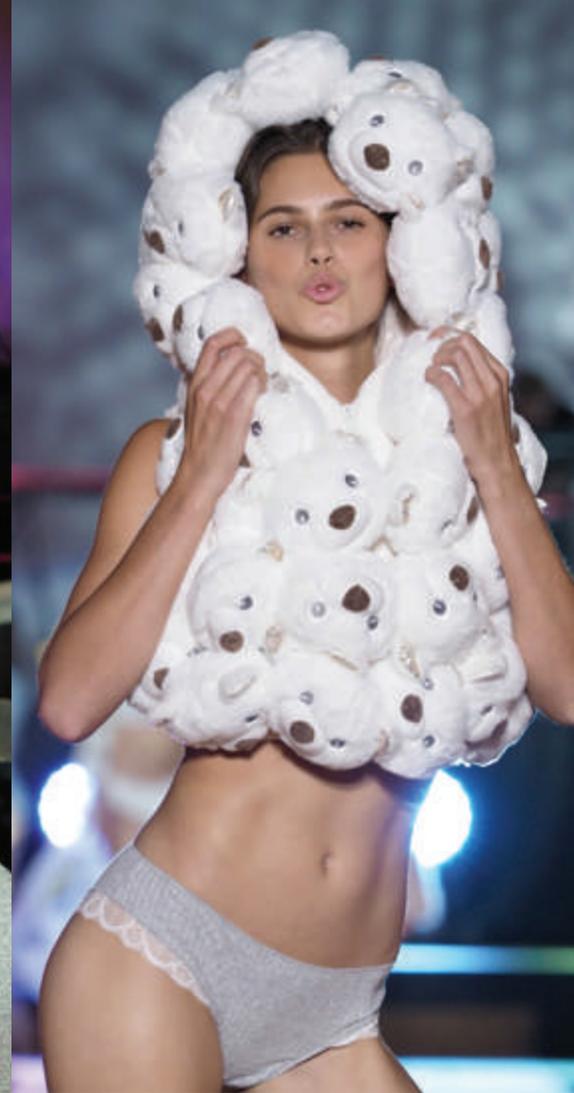
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CABARET

"Cabaret" continued the evening, sexy-chic corsets in a range of black tones that gave a gentle nod to bondage. 102 lace that launched the 2018 show was revisited braids of jewels. Not-to-be-missed, a bodysuit and leggings co-created with tattoo artist Karl @karlmarc_handmade boasted prints that marry perfectly with the curves of the body. Hand embroidered on a tulle medium, the trompe l'oeil effect is striking.

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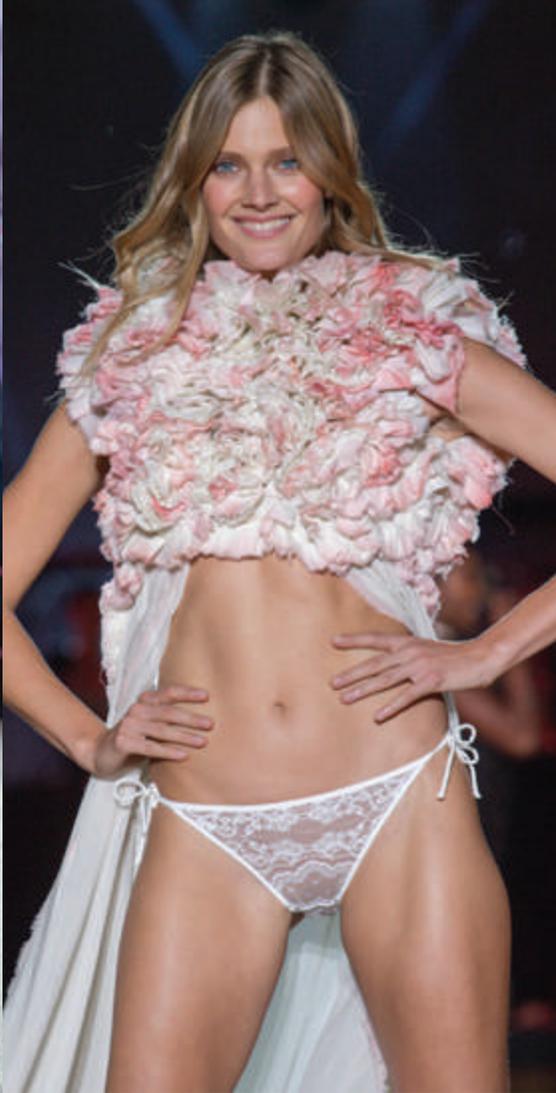


HOMIE

Chapter three, entitled "Homie", serenaded with a rhythm that evoked a day for oneself.

Time spent at home, in prolonged moments of pampering wearing 360° textures, mesh, and ultra-soft recycled polyesters. A color range made around variations of "powder", enhanced by a dash of bleached fluorescents. A wink to the playful collections of the brand with a few ensembles and a vest made entirely of 3D characters, usually reserved ... for slippers.

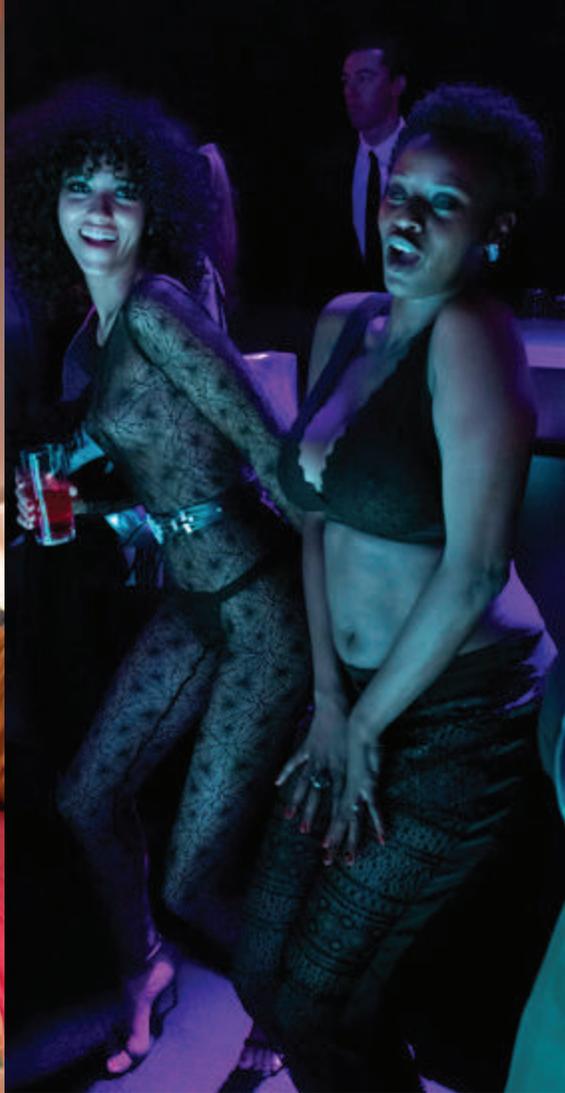
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GARDEN SIDE

The fourth scene "Garden side" took the crowd into nature and the 70's: embroidery, lace, airy muslin and flowers in all their states, real blossoms, some braided into hair, others made of silk and embroidered on to garments. The color palette conjures up a flowering garden and the Chérie Chérie collection is the fortunate beneficiary. It's no coincidence that it finds a home there. As of January 2020, all products in this collection will be made of recycled lace, one of the developments made under the CSR (Corporate Social Responsibility) We Care program!

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IMMERSIVE EXPERIENCE

As an extension of the night's 4 canvases, the "Jardin des Serres d'Auteuil", a botanical garden adjacent to the Simonne Mathieu court, was transformed for the occasion, offering an immersion in to four universes recreated from scratch, a house and its garden, a night club and a scene straight from the famous Parisian cabaret, Crazy Horse.

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4,000 guests!

Seen in the front row, a Parisian public, and an international audience of VIPs and influencers...

Laetitia Casta, Tina Kunakey-Cassel, Caroline Receveur, Hugo Philip, Nikola Karabatic, Eva Herzigova, Niels Schneider, Alice Isaaz, Julie Depardieu, Hafsia Herzi, Audrey Lamy, Rod Paradot, Vera Brezhneva, Alicia Ayllies, Elodie Bouchez, Rayane Bensetti, Doria Tillier, Nassim Si Ahmed, Karin Viard, Marina Hands, Marco Verratti, Jessica Aidi, Frédéric Taddeï, Carla Ginola, Baptiste Giabiconi, Nabilla Vergara, Jean-Eric Vergne, Karine Le Marchand, Iris Mittenaere, Laurent Lafitte, Flora Coquerel, Bilal Hassani, Elodie Bouchez, Camille Callen, Irina Lazareanu, Richard Orlinski, Yannick Agnel, Richard Gasquet, Pierre Sarkozy...

But in addition, and a source of great pride for the brand this year, 200 enthusiastic patrons and 1,200 employees were courtside and able to share firsthand in this major event of the Etam brand.

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GREAT EXPOSURE AND UNBRIDLED ENTHUSIASM

450 journalists and 300 influencers generated 2000 stories, sparking a million likes and 23K comments, #EtamLiveShow was a trending topic in over 20 countries...

A live webcast on the brand's social networks, and slightly delayed broadcast on W9, a local television channel with which the brand has collaborated with for the 2nd years, the show was presented by Karine Lemarchand

and peaked with a recorded audience of 463,000 Viewers!

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