



# *Etam*

## CREATOR CAPSULE

Designed by IFM Talents

Talents from the prestigious **Institut Français de la Mode** (French Fashion Institute) create, for the first time, **in collaboration with Etam**, an **exclusive and deliberately disruptive capsule collection**.

Third-year students with an **avant-garde vision** earning a Bachelor's of Arts in Fashion Design were invited to fundamentally rethink lingerie's traditional codes by introducing the notion of a **hybrid wardrobe**.

The 15 winners elected by our Jury brought **8 futuristic garments** to life, which articulate the **over/under** principle around 3 transformation interpretations: anytime wear, fusion and versatility.

Helped by our **expert lingerie makers** from the creation of the prototypes to their marketing, it is a unique experience for these young designers to bring together two worlds in the development of an **exceptional collection**.

# #1 La baignade

## CONCEIVED BY

Olga Andreotti  
Anna Geffriaud  
Kamil Mebarki  
Theophane Falchero  
Michael Sallaz

Materials: NYLON + SPONGE

"This shape revisits the bathrobe, that iconic piece of home wear, when it is time for a swim. A bathing suit inspired by the feminine draperies of ancient Greece to be worn as a sensual ornament, with or without a bathrobe, for a divine allure. The sponge as a thread to rethink swim time with singularity."





## #2 La métamorphose

### CONCEIVED BY

Anne-Sophie Saverino  
Manon Olsson  
Paul Billot  
Jean-Baptiste Dominici  
Antoine Pilli

Materials: MATTE SATIN + GLOSSY SATIN

"A fully modular garment to configure according to your mood and schedule. Be it as a working woman, or the queen of the night, the suit plays with tradition to dress every moment of your day. Combine it at will."

# #3 Les joueuses

## CONCEIVED BY

Benjamin Alcover  
Philippa Benoit Lecerf  
Henri Giovanardi  
Martin Montels  
Vadim Show

Materials: MESH + JERSEY COTTON + RIBBING

"A warrior woman, taken from Amazon mythology, inspired these two bodysuits with oversized forms and transparent cutouts. In the dressing room or in the street, this blend of jersey, cotton and mesh is proving to be the new infallible equipment for the strong woman. Lingerie as a banner of independence."





Presented on the occasion of **next Fashion Week**, this collection, **100% made in France**, is made **on demand** and created within our **Tech Center**, a prototyping and R&D workshop in Northern France.

---

This partnership between Etam to the IFM, French Fashion Institute has brought two worlds together for several years, – the French leader in lingerie and young designers – to converge towards an innovative vision of tomorrow's fashion. This capsule is an integral part of the pedagogical program of the Bachelor's of Arts in fashion class of 2021/2022.

*Collection available for pre-order exclusively at the Haussmann flagship store and on [etam.com](https://www.etam.com) as of March 8, 2022.*