



*Etam*

## Fashion show cruise

Etam is delighted to launch its very first SS22 Swimwear fashion show designed as an immersive experience. Let yourself be inspired by the soft sound of the waves, the light sensation of barefeet in the sand while we will introduce you to the best of our collection.

## AT THE HEART OF AN IMMERSIVE EXPERIENCE

On **May 12th**, 150 happy few guests including influencers, journalists and friends of the brand, will be reaching a wild secret beach, on the **coastlines of Corsica** for an unprecedented rendezvous.

At 6: 30 pm, when the sun sets and the skin glows under the sun's golden rays, **forty models** will walk in a surrealist landscape showing up a range of swimwear silhouettes to soak up the sun from the first light of the morning to the hypes parties under the moon.

An after show party, will follow and take place on the beach **lit by campfires**, surrounded by scents of jasmine and orange blossoms.

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## SUMMER IN A SWIMSUIT

Summer is already here - the first lights of the morning is the opportunity to play on **bright colors and sexy-cool looks** to relax and chill on the warm sand.

With the sun at its zenith, the swimsuit becomes **more detailed** to reveal even more skin with bold cuts. At nightfall, the **swimsuit is naturally sexier** as it is time to dance on the beach and simply enjoy the moment like a celebration to summertime.

Between **special creations and limited editions**, the collection includes **"Couture" pieces, layering work, textures and color blocks, sensual cutouts and dizzying backs.**

All The **40 models** will be taken care of by the incredible M·A·C Cosmetics beauty crew and the hair beautifully done by the Bumble and Bumble hairdressers team.

## AN ADVENTURE TO LIVE

To enjoy and share this momentum, Etam invites you to follow **its live broadcast at 6:30 pm on its Instagram account** as if you were there. The brand will even present you the opportunity to own a piece of this historic show by **offering NFTs\* to the general public and insiders**. Recipients will become owners of a figure from the fashion show and of a unique experience with Etam. It can be converted into a single box to recompose the look received.

*\*NFTs or Non Fungible Tokens transform the relationship between brands, their customers and communities more broadly, delivering meaningful and intimate experiences. Engaged with all women, Etam wanted to make this innovation accessible to all its customers, thanks to a simple and fun user experience, in partnership with Cohort, a digital engagement platform that democratizes the use of NFTs for brands and their customers.*

**SO REMEMBER, FROM SUNBATHING TO A MIDNIGHT SWIM, THERE'S ONLY ONE SWIMSUIT. ENJOY LIFE.**

**STAY TUNED ON INSTAGRAM  
- LIVE ON 05/12 AT 6:30 PM**

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