



# We care week 2022

*Etam* ♥ Desire Moheb Zandi

## ETAMxDESIRE MOHEB ZANDI:

AN ARTISTIC COLLABORATION FOR MORE SUSTAINABLE FASHION.

A metaphor, a committed message.

The artist Desire Moheb Zandi recycles used bras to create a unique and magnetic work of art in collaboration with Etam.

A monumental tapestry which, in the eyes of the artist, symbolizes the links woven between all the women, near and far, involved in this project.



## PORTRAIT OF AN INSPIRING COSMOPOLITAN ARTIST

Born in 1990 in Berlin, Desire Moheb Zandi is a cosmopolitan visual artist. A graduate of the AA Parsons New School for Design in New York and the BBA Koc University in Istanbul, the young woman quickly specialized in textile and weaving work, which inspired her.

She made a name for herself as part of the Diane von Furstenberg Exhibition in New York in 2017 and after at The North Hill Residency in California. She is in currently in residence at the Poush Manifesto, Aubervilliers.

Fascinated by textile weaving, she immerses herself with the weaving machines she has used from an early age. Truly passionate, she is fascinated by the musical aspect of the loom that she interprets in her own way in her works.







Etam

## UNE INITIATIVE DANS LE CADRE DE LA WECARE WEEK

World Environment Day on June 5th will be an opportunity for Etam to celebrate the **WeCare commitments** made throughout the year.

WeCare Week will take place from June 3rd to 8th. A week dedicated to highlighting our actions for the planet, for transparency and for women: such as the **Petit Geste Joli Soutien** program launched in 2020.

A circular and solidarity-based initiative, making the brand a **forerunner in the field of bra repurposing**. In-store drop-off points collect bras that our customers no longer need. They are then sorted and washed in E.S.A.T (establishments and services for assistance through work) and redistributed to women in precarious situations via partner associations. Some bras are too damaged to be reused. **This is precisely what inspired Désiré: to revalorize these bras, to give them a second life** by weaving them and creating a unique art piece.

*"I have always been fascinated by textiles, textile culture, weaving in the Middle East, working with wool in Peru... it is the feel of the materials that inspires me." - Desire Moheb Zandi*



## AN ORIGINAL AND ENGAGED WORK

Very involved with different associations and close to the values conveyed by Etam, the artist is particularly sensitive to the subject of upcycling. This project was an obvious choice, to prove, together, that assembling scraps of unusable fabrics can give rise to a **true work of art**. An allegory of the profound change we are implementing for more sustainable fashion.

*"What I immensely enjoyed about this collaboration was the partnership with the E.S.A.T., which I have already done 3 times; I loved the exchange, humanity and sharing that it inspires in me." - Desire Moheb Zandi*

Inspired in turn by materials, textures and colors, **Desire created a vibrant weave in an electric colorama**, the shades of which she selected from bras identified as unable to be revalorized by the ESAT.

In the heart of her studios in Los Angeles and Aubervilliers, she cuts, assembles and superimposes different bra elements and weaves them meticulously with a machine. Spools of wool, straps, cotton and underwires are mixed to form a single piece: a colorful, graphic and visionary work you can see firsthand during a dedicated **vernissage on Wednesday, June 8th. Doors open at 7: 30 pm at the Haussmann flagship store.** The work will be visible from inside and outside the store, and subsequently kept in the artist's private collection.

*Discover the Etam x Desire Moheb Zandi collaboration at the exhibit opening on June 8th, 2022 at the Etam-Haussmann flagship store. Doors open at 7:30 pm.*

*To learn more about the Petit Geste Joli Soutien program: visit [etam.com](https://www.etam.com) in the WeCare section.*

