

In the heart of a history- steeped location, the brand reverses the codes and invites you to discover aesthetic excellence at the border of the real and the virtual worlds: the paradox of an era.

Transformed for an evening, the gardens of the National Archives will host a catwalk surrounded by prestigious guests.

Take part in this exploration, and vibrate to the sound of a secret line-up.

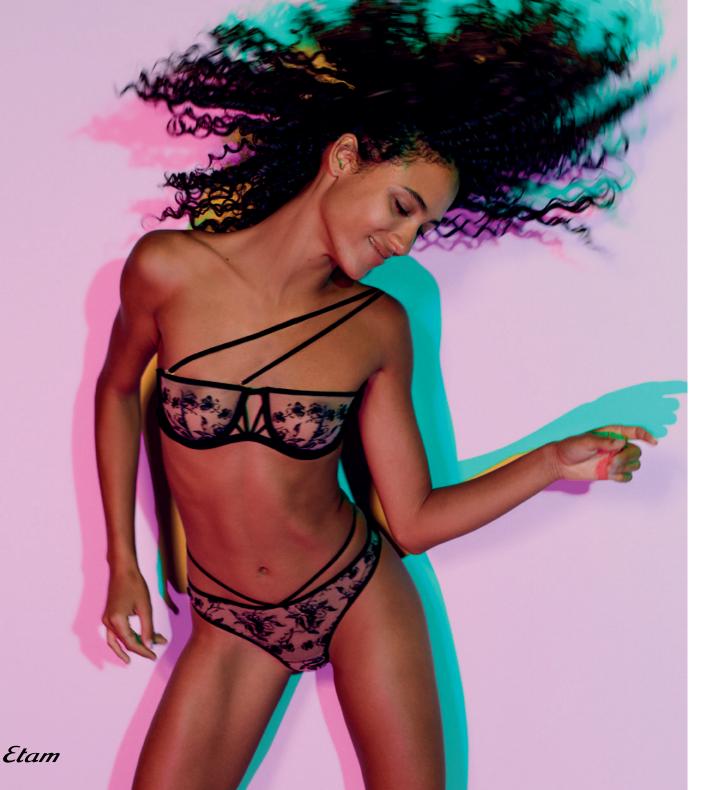
Shiny and matte. Transparency and opacity.
Our Design Studio reinterprets duality
by designing the beginnings of hybrid lingerie.
Between tradition and modernity, it gives a free
rein to limitless imagination while paying homage
to our century-old corsetry expertise.

Discover a unique lingerie collection, made up of haute-couture pieces embroidered exclusively by Potencier for Etam.

Interplays of materials and lights, intense and iridescent shades: striking contrasts punctuated by an unprecedented make-up performance, with signature make-up by **Tom Sapin**, **Senior Artist** for M·A·C Cosmetics.

Shop the show: creations can be found live for the first time in **shoppable** on <u>etam.com</u>.





IT'S MORE THAN A LIVE-SHOW, IT'S A REAL EXPERIENCE

Experience the show as if you were there thanks to our insiders with their connected glasses. Equipped with "Ray-Ban stories", they will reveal what's happening behind the scenes and the secrets of the show, and will put you directly in the front row.

Become the owner of an Etam **NFT collector:** 5 couture bodysuits created exclusively for the Live Show will be produced in 50 numbered copies. These unique pieces will be accompanied by their virtual

avatar and will give their purchaser privileged access to numerous advantages and VIP experiences.

LIVE TRANSCRIPT

See you on September 27 to follow the live show at 9 p.m.: on instagram @etam and on etam.com. Prime time diffusion at 9:15 p.m on TMC.