



Etam

LIVE
SHOW
2022

27 SEPTEMBER 9 PM

For the 15th edition of its Live Show, Etam invites you to the National Archives of Paris for an exceptional event on Tuesday 27 September at 9 p.m.

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 [etam.com](https://www.etam.com).*

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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.