



Etam LIVE SHOW 2021

PRESS RELEASE OCTOBER 2021

GRANDEUR AND DECADENCE: AN EXCEPTIONAL DANCE-INSPIRED 14th EDITION

On October 4, 2021, the 14th edition of the Etam Live Show took place in front of the entrance to the emblematic Palais Garnier in Paris. A spectacular dance-inspired fashion show in an exuberant ambiance.



LE PALAIS GARNIER

The annual event was held in front of the Palais Garnier, emblematic monument of French culture. Under the majestic sculptures in Napoleon III style, and in the glow of the candelabras, the famous «Place de l'Opéra» was transformed into a lavish runway for the occasion. The tone set with the arcades of the Palais in the background, and music, song and dance in the foreground.

Let the show begin!

An indispensable guest remains with absent followers, but what happened to Instagram? The global failure of the Facebook group suspends time, and invites spectators to fully enjoy this exceptional moment.



IN PRAISE OF FREEDOM

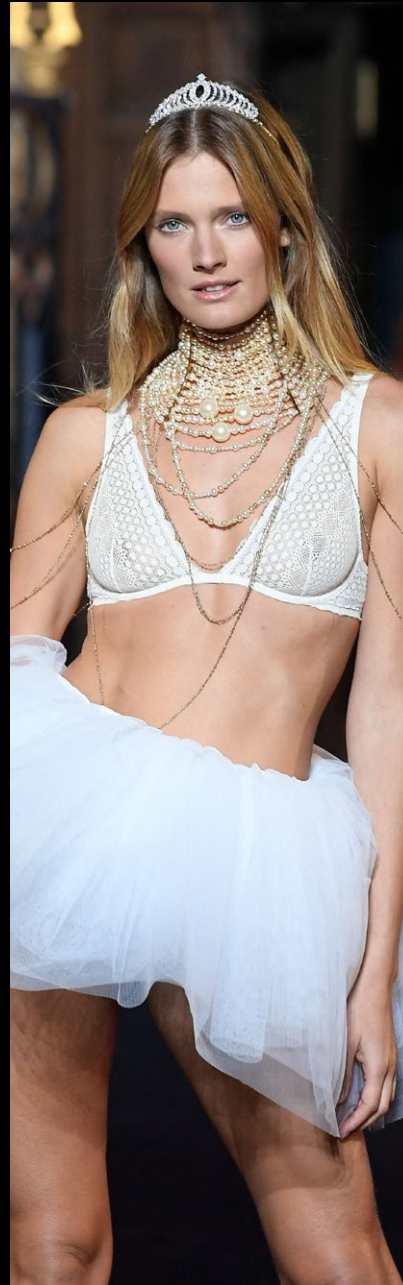
Glorify movement, refine women's curves. A meticulous choreography was performed to honor the beauty of the physique, in all its forms.



JOIN IN THE DANCE
LOOK AT THE LIVE SHOW CAPSULE COLLECTIONS

THE WARM-UP

Constance Jablonski opens the ball in a white tutu to the tune of Handel's saraband whistled by Molly Lewis. Like authentic illusions, the silhouettes move forward with delicacy. Movements free the body from its cocoon. Ballerina pink, powdered knits, and overlapping materials are peeled away with effort to reveal only subtle lingerie. The dancer takes flight.





BLACK SWAN

Black is in the spotlight. The lingerie is dressed in feather accessories, reminiscent of the majestic ballet, Swan Lake. The metamorphosis of the dancer deploys her charms. Plunging necklines, and backs reveal themselves, leaving a trace of precious silk in their path. It is all the grace of this rhythmic choreography to the explosive sound of LALA & CE.

FLASH DANCE

Make way for effervescence led by Juliette Armanet and her fiery disco. a more modern, more flamboyant dance. The body takes life in a more modern, sportier dance. Pink is stripped bare and intensifies with each passage. The silhouettes are adorned with neon accessories giving the ballet a dynamic cadence. The rhythm picks up, so do the notes, a pop energy that instantly wins the hearts of the audience.





DANCING WITH MOTHER EARTH

Become one with nature. The plant world is an inexhaustible source of inspiration and initiates the movement of tomorrow. Resolutely, “WECARE about the planet”, the silhouettes pay homage to Mother Nature with bouquets of dried flowers infused here and there. A bucolic painting introduced by the silky voice of Imany, that opens up infinite horizons for accessorizing and proudly calls on French artisans - with sometimes surprising talents.

Want to learn more about our WECARE initiatives? Discover the details in our dedicated press release.

GOLDEN BALLET

Welcome to the Opera... Grandeur and decadence. Wonderful tulle as pageantry, empire waistlines and precious corsets revisited in the radiance of sumptuous chandeliers. Jewel-like lingerie shines with a thousand lights to intensify an exuberant femininity. Golden embroideries are found on exceptional tulles and iridescent lace. The doors close, veils ruptured, and innocence vanishes into the night, to the applause of an audience galvanized by the summer song "All I need is your love tonight" by Shouse.



VISIBILITY & ENGAGEMENT

This year, due to the global blackout that affected the Facebook Group and made the networks inaccessible on the evening of the Live Show, it could not be broadcast live on Instagram, giving exclusivity to 100,000 Internet users on etam.com.



AN EXCLUSIVE COLLECTION

At the end of the fashion show, Peggy Frey took over the airwaves for an unprecedented live shopping from backstage. On the program, deciphering the key runway silhouettes and the presentation of the exclusive Live Show Collection available in limited edition on etam.com and in stores as of today.

The bestseller of this edition? The Perfect Glow Bodysuit in black.



AN EFFERVESCENT ATMOSPHERE & UNFORGETTABLE PERFORMANCE

Deliciously eclectic, the lineup surprised and conquered the audience: The Orchestra of the National Opera of Paris, the whistler Molly Lewis {FT71}, Imany, Juliette Armanet, Lala & CE, and Shouse thrilled the guests in the audience and got the crowd dancing, from the seats to the runway.

Constance Jablonski, muse of the house, Melodie Vaxelaire, Chloé Lecarreux, Thylane Blondeau, Lena Simone, Didi Stone, proudly wearing the brand's creations, during each of their radiant passes on the runway.

How could we not mention the performances of Matthias Dandois delivering a breathtaking BMX show, and the contemporary choreography imagined by Aurélie Dupont and performed by a group of dancers.

FRONT ROW & PHOTOCALL GLAMOR

Alongside Laurent Milchior, co-manager of the Etam group, personalities, artists, stars & influencers: Blanca Suarez, Ophélie Meunier, Camille Lellouche, Carla Bruni, Stanislas Wawrinka, Benoit Magimel, Iris Mittenaere, Flora Coquerel, Audrey Fleurot, Alice Belaidi, Laury Thilleman, Léa Elui, Caro Daur,

Jeanne Damas, Marie Papillon, Zulai Pogba.... On the contours of the stairs of the Palais Garnier, one could see Negin Mirsalehi, Lena Mahfouf, Leonie Hanne, Camille Charrière, Noholita, Ilona Smet, Kiocyr, Soko, Amanda Diaz, Amelie Zilber, Blake Gray... immortalizing, in turn, their presence on this exceptional site.



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