

Etam

LIVE
SHOW
2022

BETWEEN REAL AND VIRTUAL

The 15th edition of the Etam Live Show took place on 27 September 2022 in the heart of the National Archives of Paris. On this occasion, the brand reversed the codes and invited spectators to discover a parade bordering between real and virtual: the paradox of an era.



NATIONAL ARCHIVES OF PARIS

Transformed for the evening, the French gardens of the National Archives of Paris staged a spectacular parade. Behind the perfectly symmetrical flowery groves, the mirrored catwalk reflected the historic facades of the Hôtel de Soubise, built in the 18th century.

TRAVEL AND AVATAR

Imagined as an immersive journey, this show took our guests to the edge of virtual worlds, in pursuit of an imaginary avatar. Immediate boarding!





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BACK ON THE THE LIVE SHOW PANELS

WHITETOPIA

The beginning of the journey... Silhouettes soar in monochrome in this all-white scene. White, white and more white, a luminous shade par excellence. The cuts are sensational, both graphic and asymmetrical. Low-cut bodysuits, sensual balconnet bras, transparent straps. Our iconic laces are the canvas for new a line of hybrid lingerie. It is a tribute to the moon in its different phases, and to its magnetic influence. Sometimes dazzling, sometimes bewitching, these exceptional pieces reveal the unique know-how of our workshops. The tone is set with the moon landing to the sound of Pierre de Maere and his inescapable "One day I will marry an angel".

BLACKTOPIA

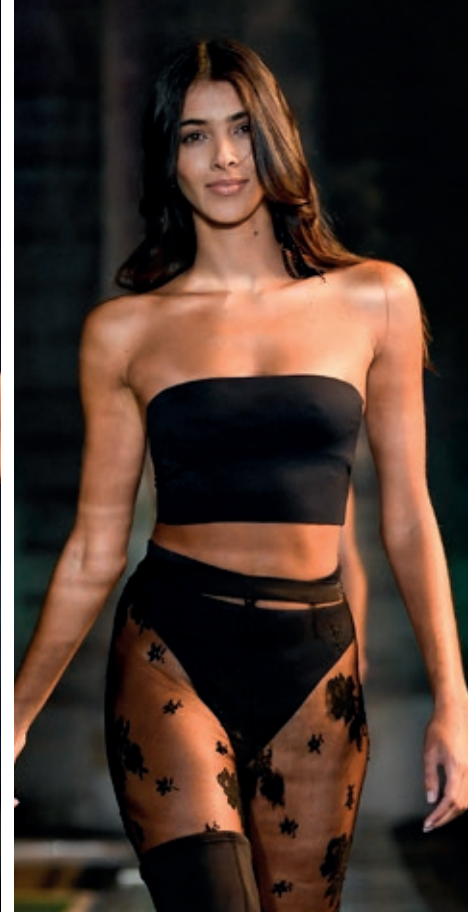
A change of atmosphere, the moon is dark. Tommy Genesis makes his entrance to "A woman is God".

The silhouettes reveal the plurality of an intense black. The lines are strict and sumptuous, sculpting a moving body. Both unexpected and surprising, the bodysuits and bustiers reveal new constructions.

Curves are redefined and always enhanced.

Asymmetry, magnified shoulders and fine lace: a game of contrast and transparency is at play. It is an architectural painting that pushes the established codes of traditional lingerie, at the same time offering both couture and futuristic vision.

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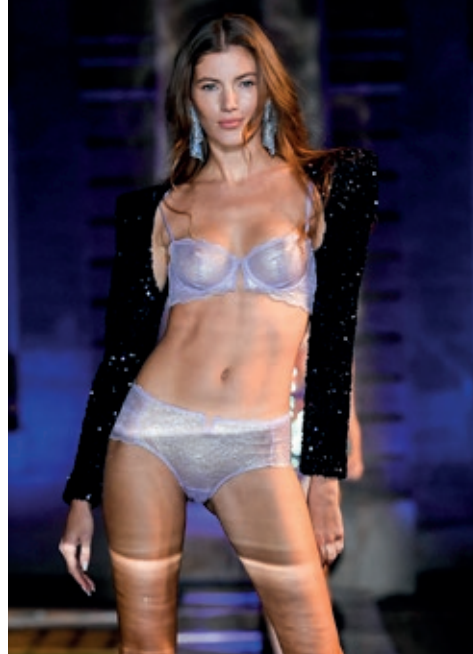
COLORTOPIA

The third leg of the journey: colour. Hearts vibrate to the rhythm of "Jerusalema", Master KG's hit. Stunning, vibrant and intense: dazzling shades, a real shot of pigments. Fuchsia pink, ultraviolet, astral blue and neon green paint silhouettes imbued with femininity. It's time for our iconic Amaryllis and Exquise embroideries to come in colour, with sensuality in balconette bras, bodysuits and shorties. Airy trains, voluminous sleeves, exceptional laces and precious silks: you enter a world of technicolour.



AQUATOPIA

Make way for excitement. Adé sings his title "Tout Savoir" before plunging us into the depths of the ocean. Iridescent shades and exceptional materials draw the curves of mermaids 3.0. Brilliant scale-like sequins, spectacular accessories and delicate lace. The triangles are embellished with crystals. The silhouettes sparkle and dazzle the floor of guests. A real fantastic fauna adorns our lingerie with century-old know-how: jellyfish, butterflies and other imaginary creatures. Welcome to Aquatopia.



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DIGITALTOPIA

For this final table, spectators are invited to embark on the confines of the galaxy to the rhythm of the new title of Major Lazer x Major League DJz feat Tiwa Savage: "Koo Koo Fun". Sequins and shiny materials: lingerie becomes a scintillating constellation. Beneath accessories with structured volumes, exceptional embroidery, made exclusively by Potencier for Etam. It is a holographic panel in shades of blue, lilac and purple, sketching an incredible "Digital Princess", in a universe on the border between real and virtual. A fantasised representation of a retrofuturistic phygital lingerie drawing the beginnings of a new world.

VISIBILITY & EXCITEMENT

Transcribed live on etam.com, on Instagram and on Tiktok, the Live Show recorded tens of thousands of views, and generated thousands of impressions and comments from spectators dazzled by the show. The TMC channel broadcast for the first time, after the programme "Le Quotidien" the Live Show live. For this unprecedented session, it recorded a record audience with more than 710,000 viewers.

*Do you want to watch the full Live Show?
See you: at etam.com, on the Etam Youtube channel,
in replay on MYTF1... and relive the effervescence of the
backstages in stories and Instagram posts.*

AN ENERGISED ATMOSPHERE & UNFORGETTABLE PERFORMANCES

Pierre Maere, Tommy Genesis, Master KG, Adé and Major Lazer x Major League DJz feat Tiwa Savage rocked the catwalk. Constance Jablonski, dazzling muse of the house, surprised the public by parading while 8 months' pregnant accompanied by Mélodie Vaxelaire, Chloé Lecareux, Thylane Blondeau, Lena Simone, Apolonka, Vivian Hoorn and Nami proudly wearing the brand's creations, showcasing all body morphologies.





FRONT ROW & PHOTOCALL GLAMOUR

Alongside Laurent Milchior, co-manager of the Etam group, were personalities, artists, stars & content creators including: Iris Mittenaere, Lena Mahfouf, Léa Elui, Florian Ordenez (Bigflo & Oli), Daphné Burki, Laury Thilleman, Flora Coquerel, Alex Lutz, Nicolas Duvauchelle, Blanca Suarez, Ava Max, Sara Escudero, Macarena Achaga, Manal Benchlika, Daniela Pinto, Billy Crawford, Paris Jackson, Soko... Behind the gardens adorned with coloured lights for the occasion, spotted at the photocall were Noholita, Chloé B, and even the drag queens Kam Hugh and Paloma - big winner of Drag Race France, immortalising in turn their presence in this place of exceptional beauty for the evening.

LIVE SHOPPING

For the first time, the live on etam.com was entirely shoppable, and allowed Internet users to directly acquire the lingerie pieces of their favourite silhouettes. The favourites of this edition? The black "Idole" lace bodysuit, the "Exquise" embroidered tulle bodysuit, balconette bra and hipster briefs in black and pine green.

AN EXCLUSIVE NFT EXPERIENCE

For the first time, 5 couture bodysuits created exclusively for the Live Show will be produced in 50 numbered copies. Celeste, Moonlight, Neon, Mermaid and Galaxy. These unique pieces, which will go on sale on 27 September at 10:30 p.m. on etam.com, will be accompanied by their virtual avatar and will give their purchaser privileged access to numerous advantages and VIP experiences.





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OUR PARTNERS

M·A·C Cosmetics

Games of materials and lights, intense and iridescent shades: Tom Sapin, Senior Artist for M·A·C Cosmetics signed all the make-up looks of the Live Show. Exceptional make-up to highlight the fantasy of our silhouettes.

RAY-BAN

You may have followed them during the show, our insiders, equipped with Ray-ban Stories connected Wayfarers, took their communities behind the scenes. Chloé Lecareux and Louise Lefébure took you into the effervescence of the backstage, from make-up to the catwalk, while Iris Mittenaere let you experience the show from the front row, photocall and aftershow included.