

Etam

CRUISE SHOW

Etam sets sail for the French Riviera for its second Cruise Fashion Show... Saint Tropez. Its icons. Its festive beaches. Its famous parties. Its shaded quaint streets. Its café terraces. Waiter? ...A fashion show, please!





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WELCOME TO THE FRENCH RIVIERA

On May 11, Etam will invite nearly 200 guests - influencers, journalists and friends of the brand - to live a typical French Riviera experience, to unveil its new Summer 2023 Swimwear collection. What could be more Frenchy to soothe the intensity of a sunny day than sitting on the terrace of a café? Welcome to Sénéquier, the scene of a fashion show featuring 50 nymphs straight from the water.

THE INVITED COLLABORATORS

ETAM X SÉNÉQUIER

The emblematic café and its iconic red terrace will be the scene of an exceptional fashion show. To celebrate this unique partnership, the studio has created a capsule in the colors of the Tropezian treasure. Red, white and retro New Wave-style cuts, essential pieces to show off all summer long on the beaches of the French Riviera.

ETAM X HEVEN

Etam invites the cool kids of the New York art scene to share their disruptive vision of fashion. From trendy art pieces to amazing accessories, the glass artisans of Home In Heven conceive with the Etam studio, objects of curiosity to create the unexpected signature of this fashion show. Teasers to follow on Instagram @Etam and @Home.In.Heven.

A COLLECTION RESOLUTELY COMMITTED

FOR THE PLANET

Driven by the style teams always at the forefront of innovation, the collection is eco-designed(1), transparent(2) and circular(3). A true symbol of the brand's commitment to more sustainable fashion.

FOR WOMEN

The Cruise Fashion Show will be another opportunity to celebrate the beauty of all women and bodies, with a cast that honors diversity.

IMMERSIVE ADVENTURE

Backstage and preparations. Experience the excitement of the fashion show's backstage as if you were there.

To make sure you don't miss anything of this exceptional event, Etam invites you to follow its live broadcast starting at 6pm on Instagram, Tik Tok, Etam.com and in replay on MyTF1 via the Etam channel.

LIVE ON INSTAGRAM, ON TIK TOK AND ETAM.COM ON 11.05 FROM 6PM

Join us on Thursday, May 11, to experience an unforgettable moment in this mythical village on the French Riviera and mark the beginning of an exciting summer.

(1)The reduction of environmental impacts has been introduced from the product design phase. An Etam WeCare product has an average carbon footprint reduction of 15% compared to a conventional product. Excluding collaboration capsules.

(2)Etam publishes a complete list of its partner factories. On each product, a QR code gives access to key information as well as a video of the factory.

(3)Etam collects used bras and swimwear to give them a second life or an appropriate end of.

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