



*Etam*

# CRUISE SHOW

**WELCOME TO THE FRENCH RIVIERA!**

On Thursday, May 11, 2023, date of its second cruise fashion show, Etam unveiled its new swimwear collection.

The rendezvous was on Saint-Tropez's illustrious la Ponche Beach. 180 guests, friends of the brand, were delightfully surprised to be seated on the terrace of the emblematic Café Sénéquier, transformed for the occasion, on la Pesquière quay.



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## **THE EXPERIENCE FRENCH RIVIERA IN SAINT-TROPEZ**

Etam invited its guests to La Ponche, the intimate beach tucked behind Portalet Tower in the heart of Saint-Tropez.

Content creators, actors, editors, journalists and friends dear to the brand gathered in a small group around Laurent Milchior, co-manager of the Etam Group, to share an exceptional moment under the sun.

In the Etam x Sénéquier setting, specially decorated for the occasion, Iris Mittenaere, Maiwenn, Caroline Receveur, Stefi Celma, Camille Aumont Carnel, and the actor Nassim Si Ahmed discovered 50 new models. The day's menu included made-in-Saint-Tropez delicacies and freshly squeezed juices.

Waiter, a fashion show please!

To unveil the colorful Swimwear Collection, models emerged from the Mediterranean waves on a catwalk made of mirrors reflecting the azure blue sky.

## A SUPERCHARGED CAST

Constance Jablonski, Mélodie Vaxelaire, Désiré Cordero, Nami Isackson, Faretta, Valéry Kaufman... diversity was celebrated on the catwalk through an eclectic and 100% feel-good cast. And for the first time, Léa Elui walked the runway in a sweater from her Etam-branded capsule collection that launched just weeks ago.

Teints glowy and sunkissed, bitten lips and electric eyeliners: Tom Sapin, Artistic Director at M.A.C Cosmetics, is the name behind this Tropezian solar make-up edition. Inspired by the surroundings and colorful paintings, he created effortless and sexy looks to wear at the beach ...

Wet effect and retro ribbons, the hairstyles were by Laurent Philippon for Wella. Looks straight out of the water, while manicures revealed OPI's flagship shade for this summer: "Summer make the rules."

The 50 silhouettes, divided into color stories, proudly lifted the veil on Etam's creations of swimwear already gone cult, accessorized and designed to accompany any summer getaway, from Antibes, Nice and Saint-Tropez... to the end of the world.

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## **ETAM X HOME IN HEVEN: SUMMER'S HOT COLLABORATION**

Etam x Home In Heven are the creative minds behind this exceptional swimsuit show.

The cool kids of the New York art scene were invited to share their disruptive vision of fashion to design trendy and ultra-collectable swimwear. Home In Heven artists created 6 glass swimsuit tops with Etam's team of designers. The talented glassblowers were inspired by coral and the seabed, from objects of curiosity to collectables. Starfish, flowers and other aquatic poetry, especially made for the occasion, accessorized the exceptional models. On the runway, an octopus with breathtaking tentacles made of transparent glass particularly dazzled the guests along with a magnificent and incredibly intricate shell-shaped corset bustier made entirely made of blown glass.

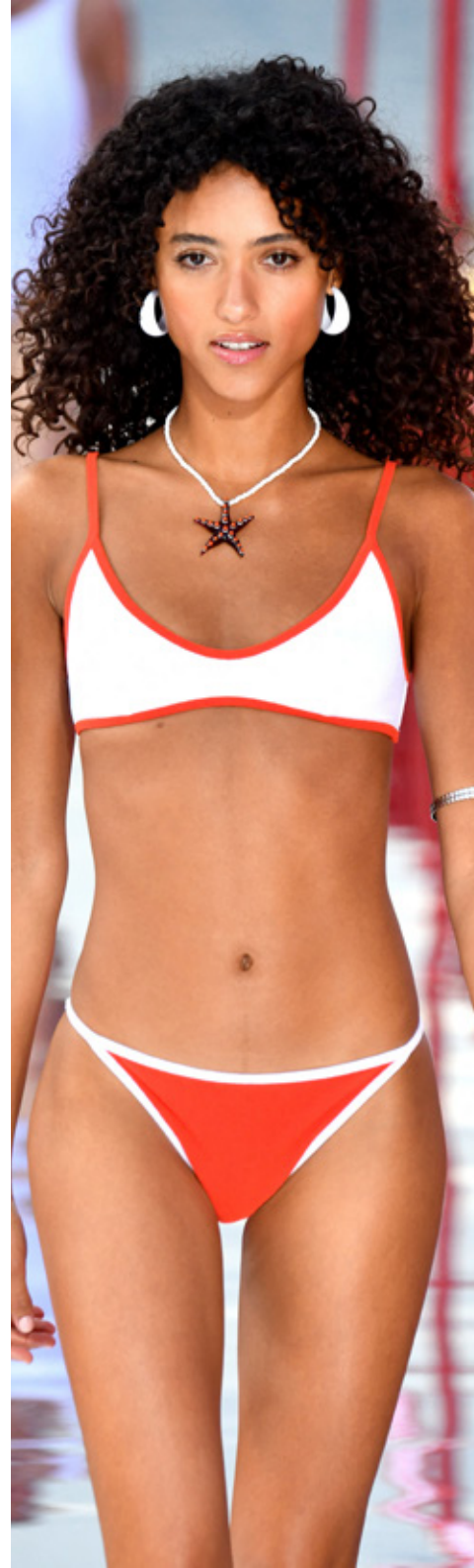
## AN ICONIC SWIMWEAR COLLECTION

Between new and limited editions, signature swimsuits and special creations, the Etam Cruise Collection revealed meticulous work of art in various shapes, materials and sizes. Sexy shoulders, dizzying necklines and jewel details are available in 6 color block shades.

### RED RIVIERA

A painting in Sénéquier colors. The models paid homage to Saint-Tropez's mythical café in retro-inspired red and white terrycloth swimsuits with stunning necklines. A dazzling Constance Jablonski opened the show with Whitney, the flagship swimsuit of the summer campaign. Asymmetrical one-pieces, smart headbands and triangles to tie : glamour alert!

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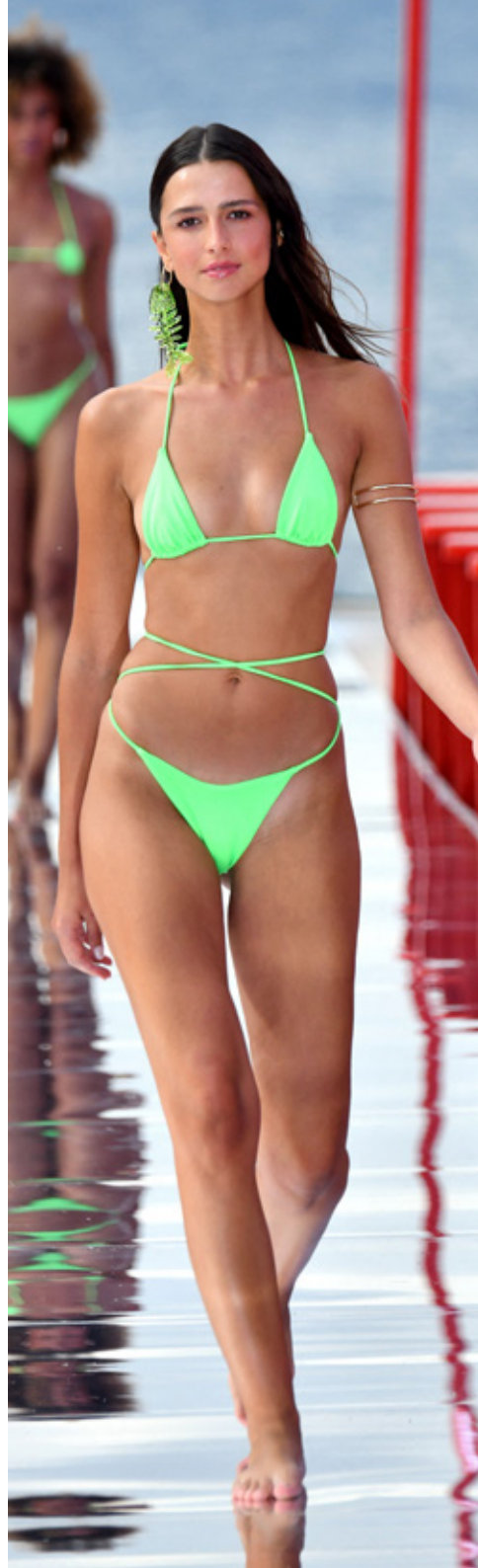
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#### PINK FEVER

Grenadine, strawberry, and fluorescents, now it's time for vitamin pink with ultra-high legs, sexy cuts and XXL flowers. The blossoming of a pink panorama, and the revealing of a unique piece, a sublime glass flower bikini designed by the talented Heven artisans.

**GREEN DREAM**  
Vibrant greens join the colorful painting. Micro-triangles and playful laced ties reveal a little more skin. We rediscover the One Size swimsuit in fresh mint, and another of the season's most emblematic swimwear pieces, the Horsy and its jeweled bit.

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#### DEEP BLUE

The call of open water defined this painting's dominant color that matches the sea and horizon. Different shades of blue are available on structured swimwear with sensual ties. An intriguing strapless corset sculpted in Indian Ink color, designed and crafted from blown glass, rises on the catwalk.



### PURPLE SKY

The colors intensify as violet, purple and lilac take over. The materials are shiny and glimmer under the setting sun. We recognize the Glitz's pleated balconette and the Taleza's gleaming golden ring. Contrast play between minimalism and exuberance reveals increasingly sexy figures

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#### **PARTY IN BLACK**

The beach gradually changes face at sunset. Rhinestones, spectacular cuts and ultra-sexy ties are everywhere. Flashy, Fevery or Whitney. The black swimsuits resolutely transform the wearer into a «star» ready to make their entrance in even the most hyped parties of the French Riviera.



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## **ETAM X SENEQUIER**

To celebrate this fashion show, the Etam designers and the Tropezian institution conceived an exclusive red and white collaboration.

It comprises three retro-inspired terrycloth swimsuits (including a numbered one-piece edition) a hat, bag and beach towel. A limited edition to show off on the beach.

And to bring the incredible day to a close... All the guests were invited to dinner at Sénéquier to enjoy a festive moment and an exhilarating after-party on the port, just steps from la Ponche Beach.

Kisses from Saint-Tropez!

## **THE ETAM COMMUNITY RENDEZ-VOUS**

Partnering with TF1 for its second cruise fashion show, Etam shared the behind-the-scenes excitement with its community. From the bustling backstage to the final preparations, all the secrets of the show can be watched or replayed on MyTF1.

Transcribed live at 5:30 pm on Instagram, TikTok and Etam.com, the fashion show has already recorded several thousand views and generated a multitude of favorite swimsuits coming soon to beaches everywhere.

Visit Etam.com and MyTF1 to relive this exceptional moment.