

A woman with blonde hair pulled back, wearing a red lace bodice and matching skirt, large silver earrings, and a long red lace glove. She is sitting and looking towards the camera. The background is a dimly lit club with other people and lights.

ETAM LIVE SHOW 2023

WELCOME TO THE PALACE!

Etam rekindled the incandescent flame of its famous Live Shows for a 16th edition in the form of a party. On September 26, 2023, the brand resurrected Paris' most mythical night club and invited its spectators to relive the effervescence of the 1980s.



THE PALACE

The PALACE was the place to be. A beacon for night owls the world over, this iconic discoteque brought together the famous, yet-to-be-discovered artists and intellectuals to reinvent themselves night after night. The crazy energy of this unique and extravagant club was recreated for the occasion. Here, anything goes, dancing, having fun, seeing and being seen until morning's first light. Disco music under laser lights ignite the dance floor; looks are exuberant and the freedom limitless.

PARTY LIKE IT'S 80

Imagined as a veritable ode to partying, this over-the-top sexy fashion show transported our guests to the dawn of the '80s. Dazzling neon lights, Palace attitude and exceptional creations: let's party all night!

BACK TO THE LIVE SHOW PANELS

107 years of savoir-faire were boldly expressed in 4 panels, 80 models, hours of meticulous work, hundreds of meters of precious lace and, above all, the boundless investment of deeply passionate teams and artisans.

PATINE

The '80s revival is here.

Models move to the energy as Corona sets the tone with her hit «The Rhythm of the Night». The evening is set to explode.

The first silhouette: a midi skirt with sexy lingerie, eccentric Bibi is already revealing the show's signature accessory, the rose.

Subtle lamé details appear under the transparent «Etam Live Show 2023» logotyped lace, designed especially for this 16th fashion show.

Golden sequins, sparkling rhinestones, satin fabrics and silver foils create playful contrasts. Knit metallic pants, entirely handmade by fashion designer Tilmann Grawe invited to create some pieces for the show, catch everyone's eye.

In a nod to burlesque, nipple covers are making a particular comeback and are the obvious sexy detail of this edition and the end of the year.

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SMOCK COLOR

Our journey to the heart of the night continues. The lights are more dazzling than ever, and the colors bolder.

Shygirl sings «Cleo» and its chorus «You got me feeling like a movie star, all eyes on me», while intense black mixes with shades of green, emerald, jade or peridot. The so Frenchy headwear is accompanied by scarves. The Etreinte body and Garden ensembles bring sexiness to these shades.

Transparency flirts with sensuality, corsets and bras reveal bow ties. Like the night owls at the Palace, exuberance is about to blossom.

Glittery skin reflects in the light, transforming the models into veritable nocturnal apparitions.

RED LIGHT

The night is in full swing and the party intensifies. Our silhouettes dance and vibrate to the rhythm of the '70s star group: Baccara. «Yes Sir, I Can Boogie», passion red version.

The star of this panel? The rose, Couture and XXL, on necklaces or revisited in lingerie, expresses itself in a new dimension and enhances every look. Under light and airy capes, bustiers, triangles and shorties play an ultra sensual game. Rhinestone fishnets and lamé tulle add a new level of shine to the show.

Guest stars include, the Sky body and its plunging neckline, and the inevitable Panama bustier in red.





BLACK EXCESS

Just before dawn, the night is darker than ever. All black. All night to the sound of Lous and the Yakusa. Shiny and transparent, varnished vinyl and openwork lace play off each other. The silhouettes are more in tune than ever with the Palace spirit and the creatures now flaunt looks of assumed exuberance.

The Idole bodysuit takes an ultra sexy turn. Shadow comes in bustiers and triangles. An all over plumetis covers the skin. Spectacular trains, ultra-tight pantsuits, sexier than ever creations, from black to black on black.

FINAL

After four supercharged panels, the joyful silhouettes reappear for an explosive finale to the iconic Mephisto hit, «Forever Mine».

Etam at the Palace, let the party begin!

AFTER PARTY

From runway to discotheque: after the fashion show, the place transforms into a private club. A showcase of Boney M sets the atmosphere for guests ready to party all night long. It's time for the after-party. The music vibrates, bodies undulate. The soul of the Palace is finally back. Party time act 2, until the sun comes up.

SUPERCHARGED ATMOSPHERE AND ICONIC LINE UP

Corona, Mephisto, Shy Girl, Baccara, Lous and the Yakusa rock the catwalk with an intensely '80s vibe.

The Etam crew gather again on the runway: Mélodie Vaxelaire, Frida Hassen, Lorena Rae, Chloé Lecareux, Malika el-Maslouhi, Lorena Duran, Maria Church, Léa Elui and Macarena Achaga proudly wore the brand's creations.

LIVE SHOPPABLE

All the pieces from the show were available live on [etam.com](https://www.etam.com). This edition's favorites? The Rendez-Vous openwork brassiere, the Conquise push-up, the Etam Edition bodysuit and the Butterfly balconette in red.





ETAM EDITION

The Etam design studio created the exclusive Leavers lace highlighted during the show. Crafted with exceptional delicacy down to the last detail, this logotyped lace is featured on an original collection limited to 100 pieces available exclusively on [etam.com](https://www.etam.com) and at the Haussmann flagship store in Paris.

VISIBILITY AND EXCITEMENT

Rebroadcasted live on [etam.com](https://www.etam.com), Instagram and TikTok, the Live Show registered tens of thousands of views, and generated thousands of impressions and comments. The French TV channel TMC simulcasted the Live show for a second time and the results were impressive. Over 444,000 viewers tuned-in.

FRONT ROW AND PHOTOCALL

Personalities, artists, stars & content creators such as Tyga, Tina Leung, Barbara Palvin, Cyril Lignac, Bélen Hostalet, Emilie Lindmark aka Emitaz, Daphné Burki, Laury Thilleman, Peggy Frey, Gary Dourdan, Carla Ginola, Leila Hadioui and Constance Jablonski, model and friend of the brand for over 10 years, were alongside the co-managing director of the Etam Group, Laurent Milchior, for the event.

Christina Milian, Zoé Marchal, Emitaz, Noholita and iconic drag queen Kam Hugh were also spotted at the photocall in their very «Palace» outfits, immortalizing their presence in turn at this party mecca.



OUR PARTNERS

For this year's edition, Etam is once again relying on its fetish beauty partners to create sensational beauty looks.

Smoky eyes or full body glitter, Tom Sapin, Senior Artist for M·A·C Cosmetics, provided totally crazy glow make-up.

On the hair side, sophisticated, super straight or smooth hairstyles were created by Laurent Philippon for Wella (@wellafrance @wellahair). Intensely colored manicures revealed the leading shades of the moment by OPI: a burgundy red «Big Sagittarius Energy», and a glittery royal blue «Scorpio Seduction». (@opi_france @opi).

