

# ETAM LIVE SHOW 2024



IT'S THE MOST GLAMOROUS EVENT OF PARIS FASHION WEEK. ON SEPTEMBER 24TH, JOIN US FOR THE 17TH EDITION OF THE ETAM LIVE SHOW, SHOWCASING FRENCH SAVOIR-FAIRE AT THE MONNAIE DE PARIS.

## WELCOME TO THE ETAM PRIVATE SALON

### LA MONNAIE DE PARIS

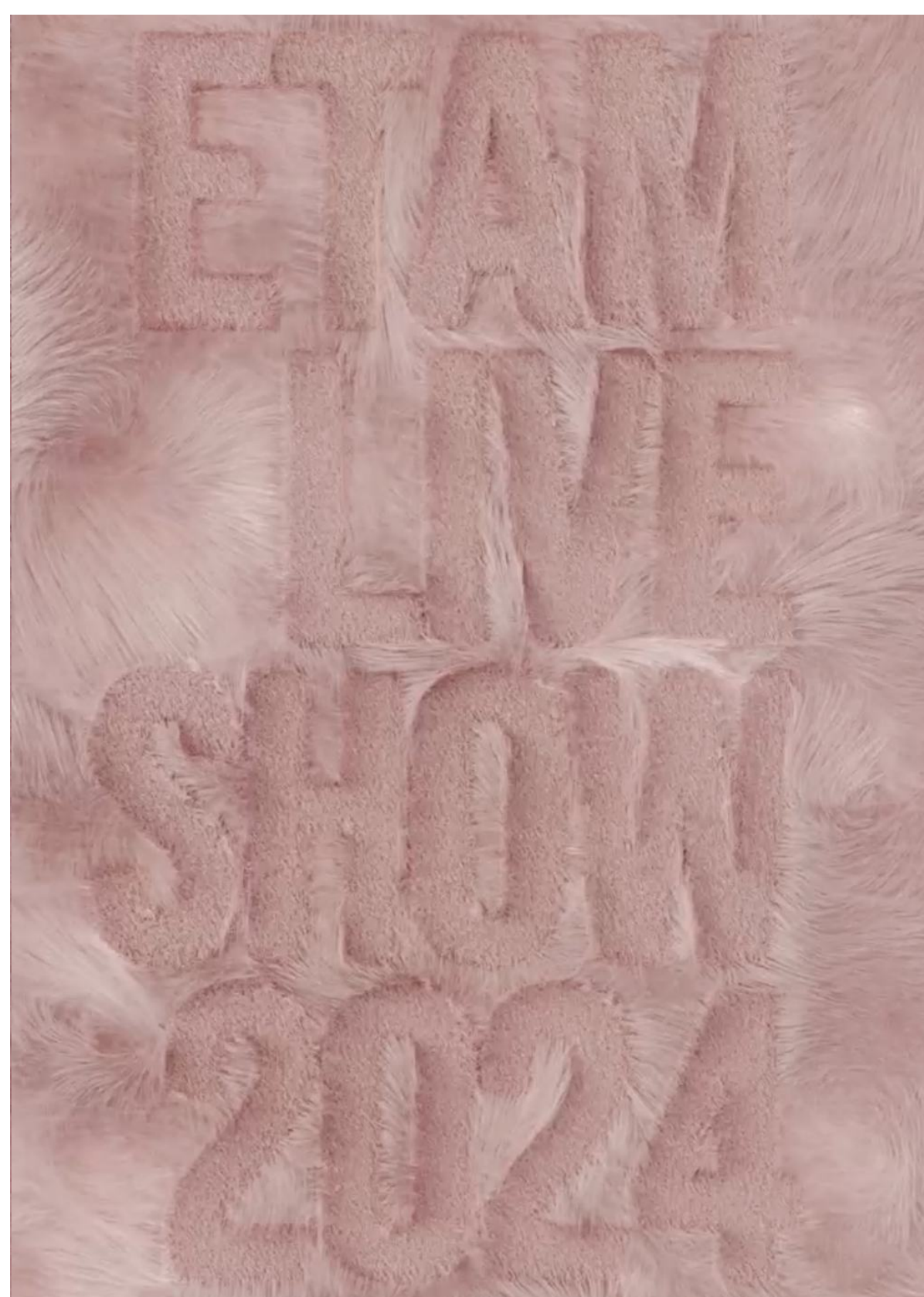
Situated on the banks of the Seine, between the Musée d'Orsay and Notre-Dame, the vibrant Parisian atmosphere meets exceptional craftsmanship. Founded in 1775, **La Monnaie de Paris** stands as a historic institution and emblem of French artistry, providing an ideal setting to showcase Etam's creativity and serve as the centerpiece for this 17th edition.

### COZY SALONS & SHOWCASE

The outer courtyard of the Monnaie de Paris will be reimagined as a luxurious and daring cocoon, paying modern homage to historical private salons. Meandering labyrinths and hidden alcoves will showcase the breathtaking silhouettes of our collection. The main focus? Lingerie. Sculptural, precise, and ornate. Created with meticulous attention to detail at our French Tech Center, each piece is refined by skilled hands from initial sketches to final prototypes. Achieving perfection involves hundreds of hours of dedicated craftsmanship. Every detail counts: from delicate embroidery and airy lace to architectural designs. With precision cuts and corsetry expertise that ensure no detail is overlooked. In the intimate atmosphere of this extravagant boudoir, the senses are heightened, enhanced by a diverse lineup of international artists, yet to be revealed...



LA MONNAIE DE PARIS



### THE LIVE SHOW COLLECTION

True objects of desire: the pieces unveiled during the show, uniquely accessorized for the event, will be available online at [us.etam.com](http://us.etam.com) from the evening of the show and in stores the following day.

### THE EXCLUSIVE LIVE SHOW BODY

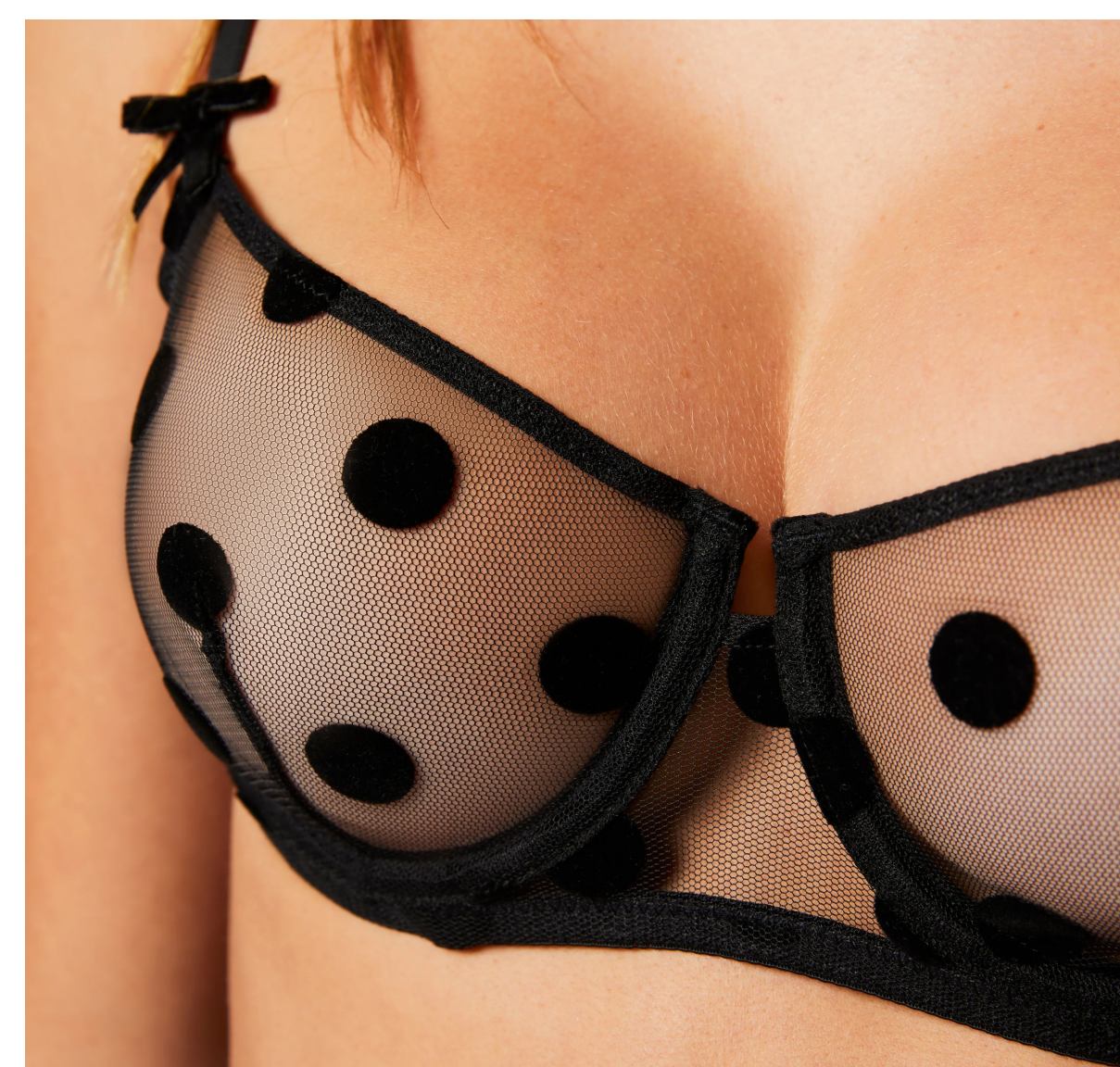
Featuring a striking architectural line and airy filigree Leavers lace : the standout bodysuit of the show has been produced in a limited run of 100 numbered pieces. An exceptional creation to celebrate this new edition of the Live Show.

### THE SUBLIMATION SOLID COLOR INNOVATION

A new lace, created using the latest process developed at our **Tech Center** and refined in our Tunisian workshops, will be showcased in a monochrome display. **The solid-color sublimation** process revolutionizes lace dyeing, drastically cutting water usage compared to traditional methods. Less water, less energy, less waste: an innovation in our WeCare program, demonstrating our strong and ongoing commitment to more sustainable and responsible fashion.

### OUR PARTNERS

For this 17th edition, Etam continues its partnership with its historic collaborator, **M.A.C Cosmetics**, the number one backstage brand. **Tom Sapin**, Senior Artist for the brand, will create the bold and precise beauty looks for the catwalk. For hairstyling, **Julian Sapin**, a hair artist and Fashion Week backstage expert, will lead the **L'Oréal Professionnel** hair salon. They will use the brand's latest innovation: **AirLight Pro**, **L'Oréal Professionnel's** first infrared hairdryer.



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How about attending the most glamorous event of Fashion Week this year?

Visit Instagram [@etam](https://www.instagram.com/etam), TikTok [@etam\\_officiel](https://www.tiktok.com/@etam_officiel), and Etam Connect for a chance to win tickets to the Live Show.

Join us on **September 24th at 9 PM** to watch the Live Show live on Instagram, TikTok, and [us.etam.com](http://us.etam.com), and in **prime time** at 9:15 PM on TMC.

**READY FOR THE SHOW?**