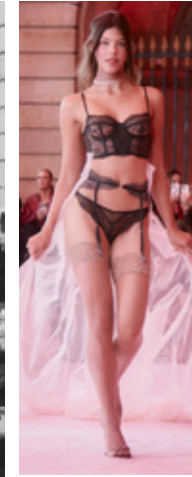
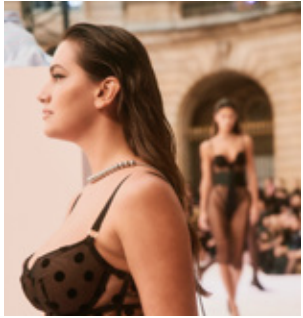




ETAM LIVE SHOW 2024

On Tuesday, September 24th, Etam electrified the inner courtyard of the Monnaie de Paris with a spectacular Live Show bursting with vibrant energy. This 17th edition, a tribute to the brand's French savoir-faire, seamlessly combined fashion and expertise, set to the sound of an all-female lineup.



LA VIE EN ROSE

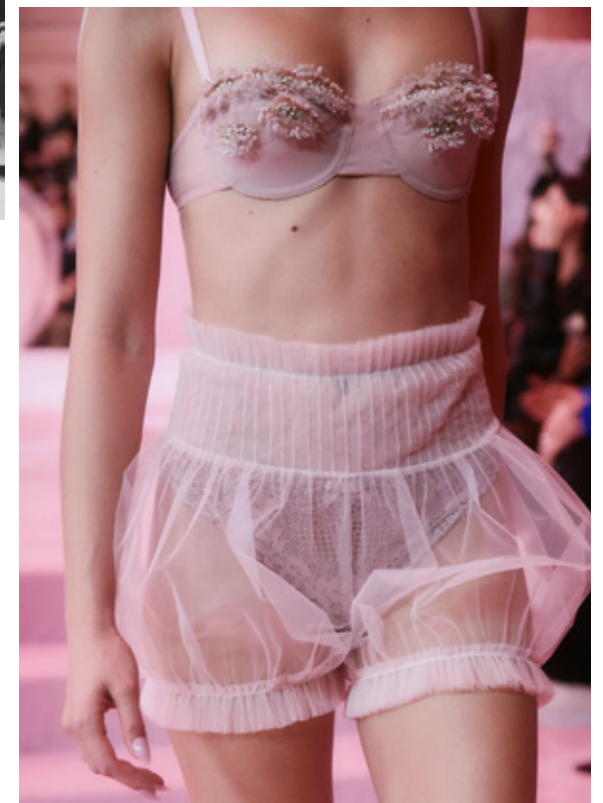
By the Seine, between the Musée d'Orsay and Notre-Dame, Parisian excitement met exceptional savoir-faire.

In a complete transformation, the outer courtyard of the Monnaie de Paris was turned into a bold and cozy cocoon, lined with pink faux fur. Cozy labyrinths served as the stage for a parade of silhouettes, each more stunning than the last.

FRENCH SAVOIR-FAIRE: FASHION & EXPERTISE

Created with meticulous precision at our French Tech Center, each piece passed through the expert hands of our artisans. From the design sketches to prototyping, hundreds of hours were required to achieve perfection. For this edition, the brand was supported by stylist Victoria Sekrier.

True objects of desire: the pieces revealed during the show, uniquely accessorized for the event, are now available in stores and on [etam.com](https://www.etam.com).



THE TABLEAUX

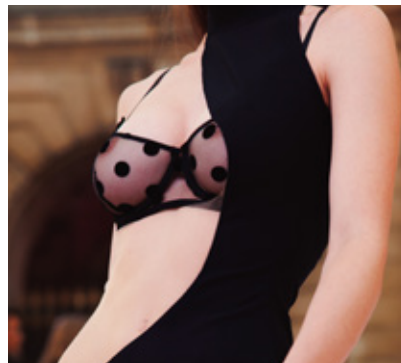
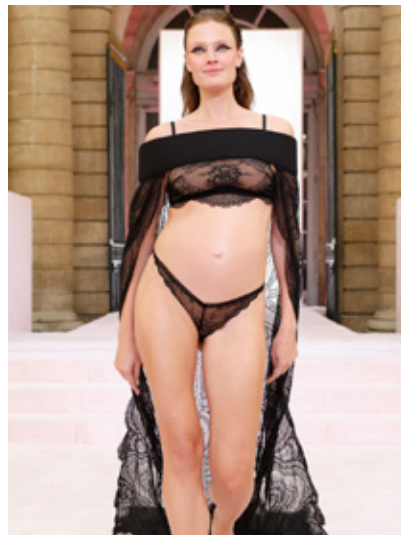
BLACK LINE

The body in motion, sculpted by lines—graphic, symmetrical, fine, or bold. In an audacious trompe l'oeil effect, invisible tulle becomes a playground for powerful, organic lines. In this universe, contrasts are emphasized: structure versus fluidity, transparency versus opacity. Black reigns, intense and mysterious.

Black Line draws its inspiration from Parisian architecture. The curves of the Eiffel Tower and the sumptuous ceilings of the Monnaie de Paris are reimagined in Lyon lace, showcasing exceptional savoir-faire shaped on the historical looms of the Bracq house.

EXCLUSIVE LIVE SHOW BODY

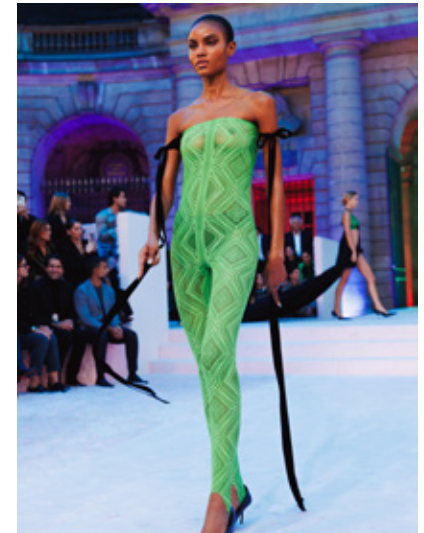
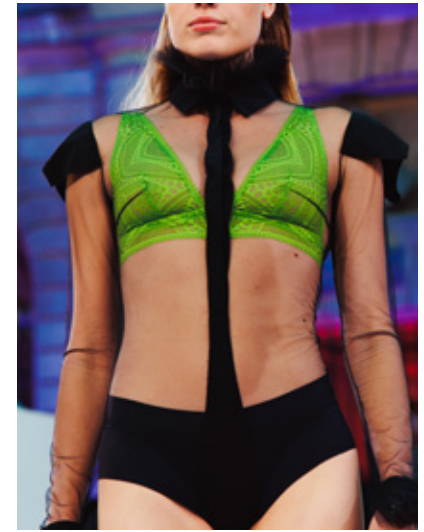
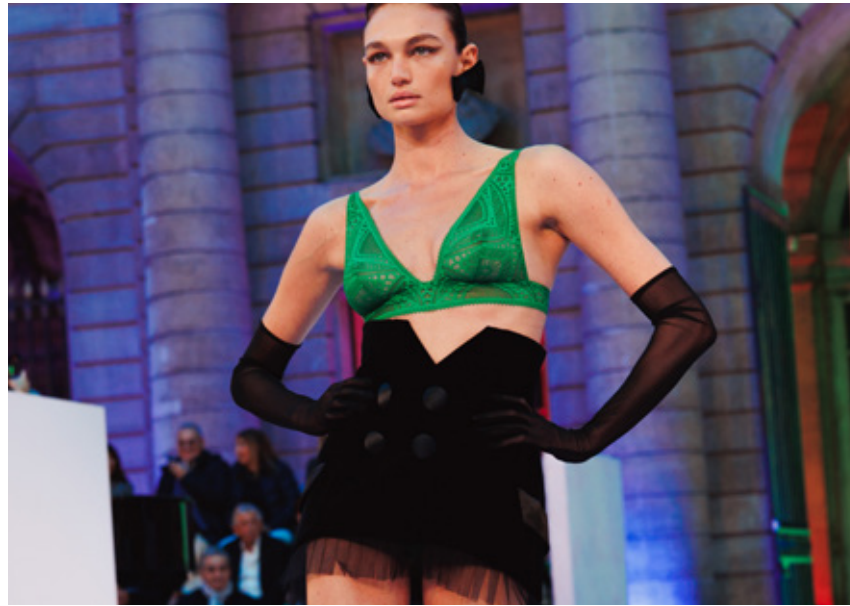
A bold architectural design and airy Leavers lace: the star bodysuit from the Black Line collection, produced in 100 numbered pieces, is available exclusively online and at Haussmann.

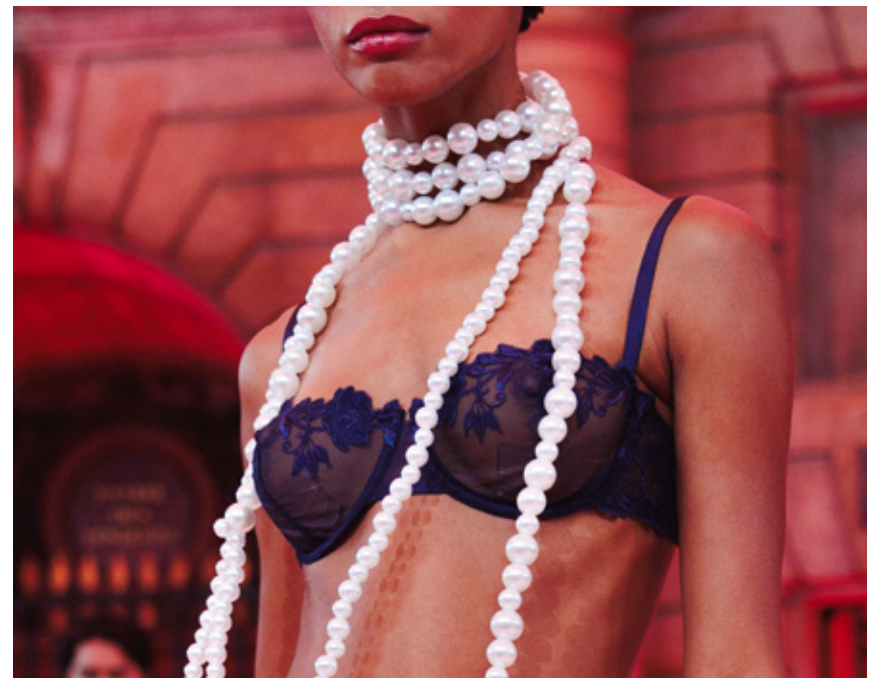
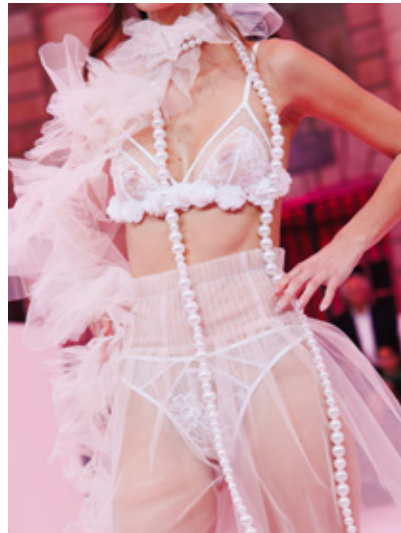


BRAT WINTER

Brat Green fascinates. This bright neon green, the signature of the summer's leading aesthetic, extends into winter with 11 shades on a new, bold graphic lace.

Showcasing Etam's latest innovation: sublimation coloring—a process that requires 100% less water than traditional dyeing. In this second tableau, the men's wardrobe is deconstructed and reinterpreted, energized by flashy tulle. Masculine lines are broken, disrupted by intensely feminine details.





DEEP&NUDE

Opulence meets delicacy. In this tableau of powdery colors, punctuated by deep tones, corseted silhouettes emphasize the waist and accentuate the hips—a royal aesthetic with a contemporary spirit.

Crisp tulle sculpts ethereal, fleeting volumes, playing with pleats and transparency. Bloomers, blouses, and layered capes reveal the signature pieces of the H24 collection. Meticulous details transform each piece into a true work of art: embroidered bustiers, micro-beaded bras, and expertly crafted silk.

CRYSTAL GODDESS

Etam's signature material, illusion tulle, blends seamlessly with the skin. On this imperceptible veil, a rain of rhinestones, applied one by one by hand, creates a trompe l'oeil effect on the body.

Worked in metallic copper and silver tones, cascading chains and mobile pearls follow the body's movement.

The finale? A precious, sculptural silhouette, entirely draped in gold.

The Bracq house, like a jeweler, wove lace with gold thread for this occasion.

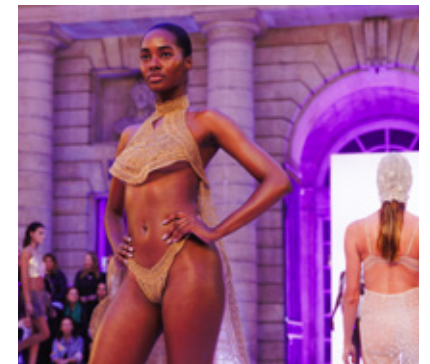
THE LINE UP

The audience at the Monnaie de Paris enjoyed a live showcase powered by an all-female lineup.

It began with a surprise opening, a timeless moment with Alice Taglioni on the piano, followed by Charlotte Cardin and her captivating song «Feel Good».

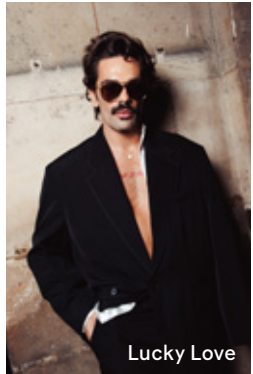
Eva took the stage with «Bottega» during the third tableau, then Ayra Starr energized the courtyard with «Rush,» followed by Dina Ayada with «Love Me» and «Rain».

For the electrifying finale that brought together 65 models, Mabel set the stage on fire with "Don't Call Me Up".





Xavier Dolan



Lucky Love



Lena Situations



Cole Sprouse et Ari Fournier



Kelly Rutherford



Camille Razat

VISIBILITY AND EXCITEMENT

Broadcast live on etam.com, Instagram, and TikTok, the Live Show recorded tens of thousands of views and generated thousands of impressions and comments. For the third time, the TMC channel broadcast the Live Show simultaneously and achieved excellent performance with over 600,000 viewers, peaking at 1 million.

FRONT ROW, PHOTOCALL & MODELS

Alongside Laurent Milchior, co-managing director of the Etam Group, and Marie Schott, General Manager, were personalities, artists, stars, and content creators: Cole Sprouse and Ari Fournier, Xavier Dolan, Lena Situations, Lucky Love, Kelly Rutherford, Camille Razat, Camille Lellouche, Nassim Lyes, Zahia, Iris Mittenaere, Joyce Jonathan, Raya Martigny, Aliocha Schneider, Clara Berry, Camille Callen, Alice Moitié, and many more.

On the catwalk, our muses Mélodie Vaxelaire, Tami Williams, Lea Elui, Macarena, Rose Bertram, Frida Aasen, and Nami showcased our collection. She promised a surprise: Constance Jablonski opened the show by revealing her baby bump.

OUR PARTNERS

For this 17th edition, Etam continued its partnership with its historic collaborator, M.A.C Cosmetics, the #1 backstage brand. Tom Sapin, Senior Artist for the brand, created the bold and precise beauty looks for the catwalk.

For hairstyling, Julian Sapin, a hair artist and Fashion Week backstage expert, led the L'Oréal Professionnel hair team, using the brand's latest innovation: AirLight Pro, the first infrared light hair dryer from L'Oréal.