

Etam

presents

**MAD
AME**

**ETAM CELEBRATES INTERNATIONAL
WOMEN'S RIGHTS DAY WITH
ARTIST MADAME**

A LONG-STANDING COMMITMENT TO WOMEN'S FREEDOM

For over 100 years, Etam has been supporting women in their daily lives through innovative collections and concrete actions that promote their freedom and rights. Each year, the brand strengthens its commitment by supporting essential causes such as the fight against endometriosis, breast cancer, and violence against women.

A MONTH OF ACTION ALONG SIDE SOLIDARITÉ FEMMES

For International Women's Rights Day, Etam continues its commitment by doubling the round-up donation at checkout, both online and in stores, from March 1 to March 31.

All funds collected will be donated to Solidarité Femmes, an association that supports and assists women who are victims of violence.

For several years, Etam has stood by their side, supporting their initiatives.

Solidarité Femmes is a national network that assists and supports women who are victims of violence, providing them with a listening ear, protection, and concrete solutions. Available 24/7, the emergency number 3919 offers women in distress anonymous, free, and confidential assistance. This helpline directs callers to local organizations suited to their situation.

ART AS A FORM OF ACTIVISM: A COLLABORATION WITH MADAME

To bring an artistic and powerful dimension to this cause, Etam has given full creative freedom to artist Madame. Known for her unique visual language, blending collage, archival materials, and poetic text, Madame explores collective memory and reclaims forgotten female figures by displaying them in public spaces.

Her work, both delicate and impactful, aligns perfectly with Etam's mission to spark conversation around women's freedom.

A STATEMENT PIECE ON DISPLAY AT THE HAUSSMANN FLAGSHIP

Madame has created a monumental mural titled "À mon corps sage, je lui intimais la liberté de s'ébattre." (To my wise body, I granted the freedom to roam). Inspired by Sleeping Beauty, this artwork symbolizes emancipation through self-awareness rather than external intervention.

A dancer entangled in thorns transforms into blooming flowers, embodying self-liberation and reclaiming one's identity. Through this visually poetic composition, the artist honors every woman's right to control her own body, free from judgment

A UNIQUE CREATIVE PROCESS

Madame works exclusively with archival and vintage materials collected over time. Engravings, photographs, and original 19th- and 20th-century drawings are reimaged and assembled into bold new compositions.

The creation of this mural involved meticulous research and symbolic reflection, ensuring that each integrated element holds deep meaning.

The artwork will be on display at the Etam Haussmann flagship from March 6 to March 25, providing visitors with an immersive and thought-provoking experience within the store.

A DIALOGUE BETWEEN ART AND FASHION

Madame perceives this installation as an opportunity to bring art to unexpected places. Displayed in a lively, bustling space, her work maintains its primary mission: to encourage reflection and dialogue on the role and freedom of women in society.



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- DOULLENS
- HARAS
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Joel - 6 pieces
Mathieu -
UNKNOWN - 1 piece
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 - SACS
 - 1984 - 10 15 TOUTES PIÈCES
 - 4 GARNISSAGES
 - 1720 LITHOS PLAGE
 - 5 PIÈCES MONTAIGNET
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5 colon signature
4 Mathieu
10 vases
10 boîtes à voir
5 modifications





MALADIE



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PIÈGES FRANÇAIS A PALETTE FER
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