



J'ETAM

IRINA SHAYK

ETAM LIVE SHOW
SEPTEMBER 30 - 9 PM

J'ETAM

ETAM OPENS A BOLD NEW CHAPTER WITH A POWERFUL CAMPAIGN FRONTED BY INTERNATIONAL ICON IRINA SHAYK, UNDER THE CREATIVE DIRECTION OF OLIVIER LEONE.

"J'ETAM" IS A LOVE-FUELED MANIFESTO THAT SETS THE STAGE FOR ETAM'S ICONIC LIVE SHOW ON SEPTEMBER 30.

J'ETAM - A NEW SIGNATURE.

ETAM HAS ALWAYS USED ITS EXPERTISE TO SUPPORT WOMEN WITH CARE, PROUDLY EMBRACING A BOLD VISION OF FEMININITY: FREE, ELEGANT, AND UNAPOLOGETIC.

WHEN ASKED - WHAT IS THE MOST FRENCH EMOTION IN THE WORLD? - THE BRAND ANSWERS WITHOUT HESITATION: LOVE.

J'ETAM IS BORN FROM THE FUSION OF «JE T'AIME» (I LOVE YOU) AND ETAM.

A UNIQUE EXPRESSION, A CELEBRATION OF EVERY FORM OF LOVE:

ROMANTIC, FAMILIAL, FRIENDLY, PLATONIC, AND ABOVE ALL, SELF-LOVE - A TENDER, INSTINCTIVE WORD, WHISPERED SOFTLY OR SHOUTED LOUD AND PROUD.









IRINA SHAYK, THE NEW FACE OF ETAM

TO BRING THIS CAMPAIGN TO LIFE, ETAM CHOSE IRINA SHAYK.

FOLLOWED BY OVER 24 MILLION PEOPLE, THE INTERNATIONAL ICON EMBODIES A MODERN, MAGNETIC FEMININITY, AS FREE AS IT IS POWERFUL.

SHOT BY BRIANNA CAPOZZI, IRINA APPEARS RAW AND UNFILTERED, BATHED IN NATURAL LIGHT AND MINIMAL STAGING. SHE IS STYLED WITH THE SENSITIVE EYE OF VANESSA REID, AND ELEVATED BY THE TALENTS OF CLAIRE GRECH AND LUCY BRIDGE.

THE VISION OF OLIVIER LEONE

FOUNDED BY ARTISTIC DIRECTOR OLIVIER LEONE, PARIS-BASED AGENCY PRAGMA BRIDGES FASHION, DESIGN, ART, AND HOSPITALITY.

FOR ETAM, IT BRINGS A BOLD CREATIVE REVIVAL: A FRESH TAKE ON THE BRAND'S DNA THROUGH A CAMPAIGN THAT EXPLORES INTIMACY IN ALL ITS CONTRASTS, AND HIGHLIGHTS THE PIECES TO BE UNVEILED AT THE UPCOMING LIVE SHOW ON SEPTEMBER 30.



THE NEW J'ETAM CAMPAIGN LAUNCHES AUGUST 25

CREATIVE DIRECTION: OLIVIER LEONE
AGENCY: PRAGMA
PHOTOGRAPHER: BRIANNA CAPOZZI
STYLIST: VANESSA REID
MAKEUP: LUCY BRIDGE
HAIR: CLAIRE GRECH