

A woman with long dark hair is posing on a solid red background. She is wearing a white sports bra and white ribbed socks. She is sitting on the ground with her legs bent and her hands resting on her knees. The text "J'ETAM" is overlaid in large white letters across the middle of the image.

# J'ETAM

ETAM LIVE SHOW  
SEPTEMBER 30, 9PM

# J'ETAM

## A MUST-SEE RENDEZVOUS OF PARIS FASHION WEEK

SINCE ITS FOUNDING, ETAM HAS CELEBRATED WOMEN AND THEIR POWER, AND IS ONCE AGAIN SET TO REAFFIRM ITS UNIQUE PLACE: A FRENCH BRAND AT HEART, ROOTED IN MODERNITY, BLENDING BOLDNESS, SENSUALITY, AND FREEDOM.

IN 2025, J'ETAM WILL OPEN A NEW CHAPTER WITH A REIMAGINED LIVE SHOW. MORE THAN A FASHION SHOW, IT IS A ONE-OF-A-KIND EVENT THAT CHALLENGES CONVENTIONS AND REINVENTS THE ENCOUNTER BETWEEN LINGERIE, FASHION, AND CULTURE.

## AN ICONIC VENUE, A UNIQUE ATMOSPHERE

THE NEXT SHOW WILL TAKE PLACE AT THE PALAIS BRONGNIART, IN THE HISTORIC AND VIBRANT HEART OF PARIS. A SETTING STEEPED IN HISTORY, CHOSEN TO HOST AN EVENT LOOKING TO THE FUTURE. THIS VENUE REFLECTS ETAM'S AMBITION TO CONNECT TRADITION AND MODERNITY, SAVOIR-FAIRE AND CONTEMPORARY CREATIVITY.

## THE J'ETAM MANIFESTO

ON THE OCCASION OF THE 2025 LIVE SHOW, ETAM UNVEILS ITS NEW SLOGAN, FIRST TEASED THIS SUMMER: **J'ETAM.**

A MANIFESTO, A DECLARATION OF LOVE. AN INVENTED WORD, BOTH TENDER AND REBELLIOUS, MERGING "JE T'AIME" AND ETAM, BECOMING THE INTIMATE LANGUAGE OF TODAY'S WOMEN.

A WORD CREATED TO CELEBRATE EVERY FORM OF LOVE, FROM SELF-LOVE TO LOVE FOR OTHERS, FROM FRIENDSHIP TO SISTERHOOD, FROM DESIRE TO TENDERNESS. IN A WORLD SATURATED WITH IMAGES, THIS WORD STANDS AS A SYMBOL TO EXPRESS A UNIVERSAL FEELING. AN INSTINCTIVE, EMOTIONAL AND PROFOUNDLY FEMININE ODE.



















## **A SHOW AT THE CROSSROADS OF EMOTIONS**

DRIVEN BY THE CREATIVE VISION OF OLIVIER LEONE AND THE PRAGMA AGENCY, THE 2025 LIVE SHOW BRINGS THE J'ETAM MANIFESTO TO LIFE THROUGH A PRODUCTION IMAGINED AS A TRUE VISUAL NARRATIVE.

TRUE TO ITS JOYFUL SPIRIT, ETAM IS PREPARING A POWERFUL EXPERIENCE, DESIGNED TO SURPRISE AND MOVE, AND TO SHINE A LIGHT ON THE FREEDOM OF ALL WOMEN.

## **AN INSPIRING LINE-UP, EXCLUSIVE CREATIONS**

A LINE-UP OF INTERNATIONAL ARTISTS WILL ELECTRIFY THE STAGE AND TRANSFORM THE SHOW INTO A TRUE SPECTACLE.

ACROSS FOUR ORIGINAL ACTS, ETAM WILL UNVEIL EXCLUSIVE CREATIONS, CRAFTED WITH THE EXCEPTIONAL SAVOIR-FAIRE OF FRENCH MAISONS SPECIALLY BROUGHT TOGETHER FOR THE OCCASION.

## **A COMMITTED BRAND**

ETAM REAFFIRMS ITS COMMITMENT, THROUGH ITS WE CARE! PROGRAM, TO MORE RESPONSIBLE AND INCLUSIVE FASHION.

CONCRETE INITIATIVES SUPPORT WOMEN IN THEIR DAILY LIVES AND EXTEND THE SPIRIT OF THE SHOW FAR BEYOND THE RUNWAY.

## **A GLIMPSE OF RENEWAL**

THIS EDITION MARKS A NEW ERA FOR THE ETAM SHOW, WITH ASSERTIVE MODERNITY, A SHIFT IN PERSPECTIVE AND A RENEWED VISION OF THE BODY AND CLOTHING.

THE 2025 LIVE SHOW PROMISES TO BE THE MANIFESTO OF A BRAND THAT NEVER CEASES TO REINVENT ITSELF, DRIVEN BY ITS LOVE FOR WOMEN AND ITS DESIRE TO CREATE A BOND BETWEEN THEM AND FASHION.

TUNE IN TO TMC ON SEPTEMBER 30 AT 9PM, LIVE FROM THE PALAIS BRONGNIART.

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