



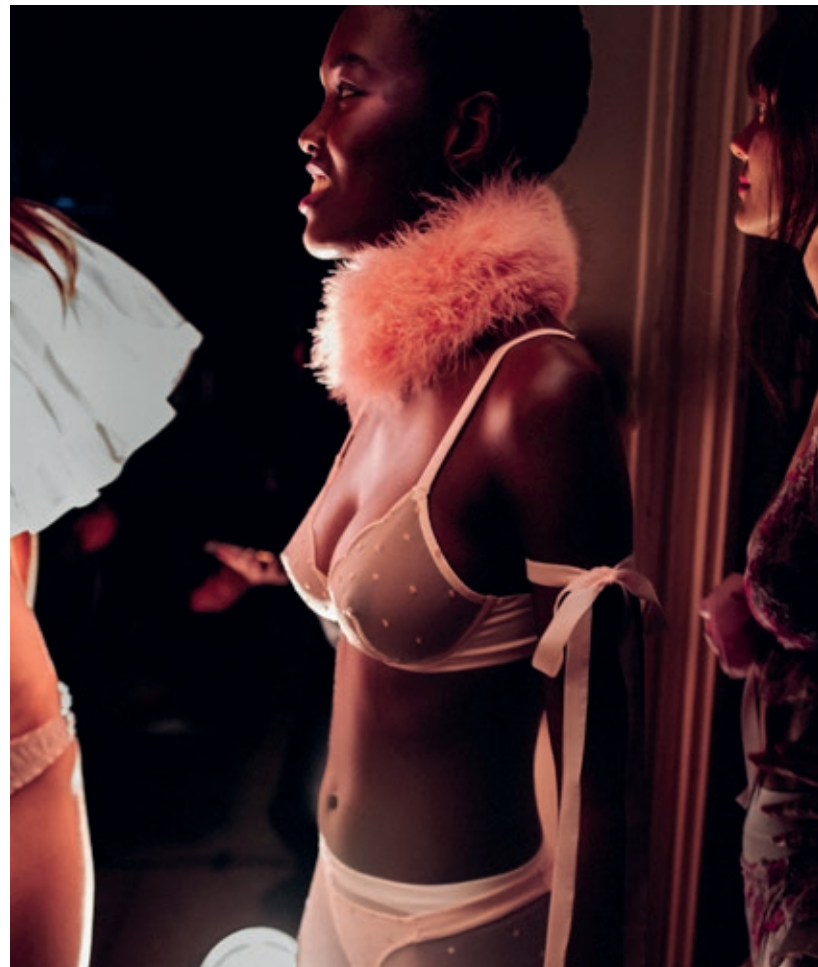
J'ETAM

ETAM LIVE SHOW 25

J'ETAM

FOR ITS 18TH EDITION, ETAM OPENED A BOLD NEW CHAPTER WITH A REIMAGINED LIVE SHOW. MORE THAN A FASHION SHOW, IT WAS A ONE-OF-A-KIND EXPERIENCE THAT BROKE CONVENTIONS AND REDEFINED THE CONVERSATION BETWEEN LINGERIE, FASHION, AND CULTURE. AT THE HEART OF THE PALAIS BRONGNIART, SILHOUETTES UNFOLDED IN FOUR ACTS, CHOREOGRAPHED TO AN ELECTRIFYING SETLIST. FOR THESE EXCEPTIONAL CREATIONS, ETAM STUDIO COLLABORATED WITH ATELIERS CELEBRATED FOR THEIR CRAFTSMANSHIP, WHILE SHOWCASING ITS MOST ICONIC COLLECTIONS. IN A VIBRANT, ELECTRIC ATMOSPHERE CARRIED BY THE SPIRIT OF J'ETAM, THE SHOW SPARKED THE ENTHUSIASM OF A CAPTIVATED AUDIENCE.





THE SCENES

1. PINK OCTOBER

IN THE FIRST ACT, PINK TOOK CENTER STAGE IN EVERY SHADE, FROM DELICATE POWDER TO VIBRANT FUCHSIA. A MANIFESTO SHADE, SYMBOLIZING ETAM'S COMMITMENT TO WOMEN THROUGH ITS WE CARE FOR WOMEN PROGRAM AND ITS LONG-STANDING SUPPORT OF THE RUBAN ROSE CHARITY.

SCULPTED CORSETS, DARING ASYMMETRIES, AND SILK BOWS CONVEYED A FEMININITY BOTH POWERFUL AND JOYFUL.

THIS SEASON INTRODUCED THE ONE-SIZE TIGHTS IN PINK, ALONGSIDE THE RUNWAY DEBUT OF THE NO BRA PURE SOFT INNOVATION.

A BOLD INTERPLAY OF CONTRASTS BETWEEN SECOND-SKIN BRALETTES AND COUTURE BUSTIERS.





2. LEG SHOW

THE FASHION OBSESSION OF THE MOMENT: TIGHTS TOOK CENTER STAGE AS THE STAR OF THE SHOW. IN CHOCOLATE, ECRU, OR BURGUNDY, IN THERMAL KNITS OR SPARKLING WITH RHINESTONES, THEY BECAME THE LEADING CHARACTER, PUNCTUATED BY LINGERIE. BALANCING UNAPOLOGETIC SENSUALITY WITH A BOYISH SPIRIT, TIGHTS BOLDLY REWROTE THE CODES. WORN SOLO OR LAYERED IN GRAPHIC COMPOSITIONS, THEY MADE A POWERFUL STATEMENT.





3. PURE

RADICAL MINIMALISM MET REFINED TRANSPARENCY. PURE EMBODIED THE FUSION OF COMFORT AND SENSUALITY. LAYERS OF AIRY TULLE, SOFT COTTON, AND INNOVATIVE MICROFIBERS SHAPED SECOND-SKIN ARCHITECTURES IN A NUDE PALETTE.

ETAM'S SIGNATURE LINES STOOD OUT: PURE SOFT FOR ABSOLUTE COMFORT, PURE GLOW WITH SATIN REFLECTIONS, PURE COTTON WITH ESSENTIAL SOFTNESS, AND PURE SHAPE, REIMAGINING INVISIBLE SCULPTING WITH A CONTEMPORARY EDGE.

NO-BRA BRALETTES, MICRO-THONGS, AND MESH BIKE SHORTS REINVENTED EVERYDAY ESSENTIALS. BETWEEN MATTE AND SHINE, SOFTNESS AND STRUCTURE, AN INNOVATIVE VISION OF SECOND SKIN ELEVATED WARDROBE ESSENTIALS INTO ICONS.





4. FATALE

ABSOLUTE BLACK WITH FLASHES OF GOLD SET A COUTURE, COMMANDING TONE. THIS ACT REVEALED ETAM'S MOST SENSUAL SIDE, WITH PIECES DESIGNED FOR GRAND OCCASIONS AND EXTRAORDINARY MOMENTS. ALONGSIDE THE STUDIO, COUTURIER NICOLAS FAFIOTTE CRAFTED SCULPTURAL CREATIONS, WHILE A GUEST DESIGNER PUSHED LINGERIE TO ITS LIMITS, DECONSTRUCTING AND REASSEMBLING LACE AND EMBROIDERY. THE SHOW CULMINATED IN A GRAND FINALE, REAFFIRMING ETAM'S ROLE AS THE ULTIMATE DESTINATION FOR CONTEMPORARY SEXY. THE COLLECTIONS ARE NOW AVAILABLE ONLINE AND IN STORES.



THE SETLIST

A TRUE SOUNDSCAPE WAS DESIGNED TO ACCOMPANY EACH ACT, BLENDING POP ICONS WITH RISING INTERNATIONAL VOICES.

PINK OCTOBER: MIKI - ÉCHEC ET MAT. THE FRENCH POP-URBAN ARTIST OPENED THE SHOW WITH IRREVERENT FUN. LEG SHOW: THEODORA - FASHION DESIGNER. THE FRENCH SINGER-PRODUCER DELIVERED HYPNOTIC ELECTRO-POP.

PURE: RAVYN LENAÉ - LOVE ME NOT. THE CHICAGO ARTIST EMBODIED THE NEW WAVE OF ALTERNATIVE R&B. FATALE: PARTY OF 2 - JUST DANCE. THE EXPLOSIVE LOS ANGELES DUO BROUGHT HIGH-VOLTAGE HIP-HOP ENERGY.

FINALE: ARTEMAS - I LIKE THE WAY YOU KISS ME. THE BRITISH POP REVELATION CLOSED THE SHOW IN STYLE, AS ALL MODELS UNITED ON STAGE, EMBODYING ETAM'S SPIRIT OF FREEDOM AND CELEBRATION.

FRONT ROW, PHOTOCALL & MODELS

ALONGSIDE LAURENT MILCHIOR, CO-CEO OF ETAM GROUP, AND MARIE SCHOTT, CEO, THE FRONT ROW GATHERED STARS, CREATORS, AND PERSONALITIES INCLUDING COCO ROCHA, MÉLANIE LAURENT, LÉNA SITUATIONS, JULIEN DE SAINT-JEAN, LAURA SMET, LOURDES LEON, HELENA BAILLY, NASSIM LYES, CHANTEL JEFFRIES, NOÉMIE LENOIR, ADÈLE CASTILLON, CLARA BERRY, ZAHIA, HATIK AND LEÏLA, MELISSA BOROS, ILYES DJABEL, AMONG MANY OTHERS.

ON THE CATWALK, CINDY KIMBERLY, LÉA ELUI, MACARENA, SIENNA RAINE, SYLWIA BUTTOR, ZOË PASTELLE, AND MÉLODIE VAXELAIRE SHOWCASED THE NEW COLLECTIONS.

OUR PARTNERS

FOR ITS 18TH EDITION, ETAM RENEWED ITS COLLABORATION WITH LONG-STANDING BACKSTAGE PARTNER M·A·C COSMETICS, WITH CÉLINE MARTIN CREATING THE CATWALK BEAUTY LOOKS. FOR HAIR, CLAIRE GRESH LED THE STYLING TEAM FOR L'ORÉAL PROFESSIONNEL.

REPLAY

BROADCAST LIVE ON ETAM.COM, INSTAGRAM, TIKTOK, AND TMC, THE SHOW DREW TENS OF THOUSANDS OF VIEWS AND GENERATED THOUSANDS OF IMPRESSIONS AND COMMENTS. A SIGNATURE MOMENT FROM THE FRENCH LOVE BRAND, IT UNITED AUDIENCES THROUGH SHARED EMOTION. THE SHOW IS AVAILABLE TO WATCH AND REWATCH ON REPLAY.





GUEST WORKSHOPS

FOR THIS EDITION, ETAM STUDIO COLLABORATED WITH EXCEPTIONAL FRENCH ATELIERS CELEBRATED FOR THEIR RARE SAVOIR-FAIRE:

ATELIER CARACO - PARIS (FOUNDED IN 1990): CORSETRY SPECIALISTS, MASTERS OF STRUCTURE AND PATTERN-MAKING, CRAFTED THE CORSETS FEATURED THROUGHOUT THE SHOW.

NICOLAS FAFIOTTE - LYON: COUTURE AND BRIDALWEAR SPECIALIST, RENOWNED FOR HIS SCULPTURAL APPROACH, CREATED BUSTIERS, JACKETS, AND JUMPSUITS FOR FATALE.

VAINCOURT - PARIS (FOUNDED IN 2011): A CONTEMPORARY LEATHER HOUSE, EXPERTS IN BELTS AND ACCESSORIES, THEY DESIGNED SCULPTURAL HARNESSSES WORN LIKE JEWELRY AGAINST THE SKIN.

