

etam
HOUSE OF ICONS

ETAM PARIS FASHION WEEK
HOUSE OF ICONS — 29 SEPTEMBER 2026

ONE NIGHT BRINGING TOGETHER THE WOMEN, GENERATIONS AND CREATIVE WORLDS THAT DEFINE ETAM.

On 29 September, during Paris Fashion Week, Etam opened the doors to House of Icons at the Bus Palladium. Designed as a deliberately more intimate alternative to its traditional fashion show, the event gathered friends of the Maison and brought its new territory to life for one night. Music, dance, images and archives came together around a single idea: creating a dialogue between 110 years of history and the women and energies shaping Etam today.

BUS PALLADIUM, HOME FOR ONE NIGHT

An iconic address on the Paris nightlife scene, the Bus Palladium becomes House of Icons for one evening, Etam's home. Beneath the red neon light, the motorbike from the new campaign welcomes guests. Reception, keys, rooms and suites extend the hotel codes in an intimate atmosphere, both raw and sophisticated, punctuated by burgundy flowers, brushed stainless steel and warm lighting. The evening opens with an intimate dinner accompanied by Imany, who performs You Will Never Know with guitar and vocals. Upstairs, on the balcony of the Dalí Suite, an ETAM HOUSE OF ICONS neon sign, installed for the occasion, lights up the façade. It is from this balcony that Noémie Ferst takes over. Her DJ set carries into the street, welcoming guests as they arrive and immediately setting the tone for the night.

110 YEARS OF IMAGES

In the club, a film traced 110 years of Etam. Archives, campaigns, images from the Live Shows and the new campaign came together to tell one story. Silhouettes, attitudes, women and different eras, all connected by a common thread. Etam's heritage became a living source of inspiration, placed in dialogue with the images being created today.





CRAZY HORSE PARIS

Another icon of Parisian nightlife, Crazy Horse Paris took over the stage with an original performance in Etam lingerie. The dancers reinterpreted several emblematic acts in lace bodysuits and embroidered bustiers. Two forms of savoir-faire came together through the body, movement, precision and sensuality. The show continued with Sam Quealy performing Watch Me Now in a western-inspired choreography, followed by Goldie Boutilier with Cowboy Gangster Politician, the soundtrack to Etam’s new campaign. Then the stage gave way to the party. Dorion took over the decks and kept the night going in the club with a set conceived as the final chapter of House of Icons: freer, more nocturnal, more electric.

FRIENDS OF THE MAISON

Alongside Laurent Milchior, co-director of the Etam Group, and Marie Delahaie, Deputy CEO of Etam, Camille Charrière, Chloé Lecareux, Lena Mahfouf, Tina Kunakey, Zoe Marshal, Héloïse Agostinelli, Zita d’Hauteville, Gabrielle Caunesil, Rebecca Donaldson, Cécile Cassel, Nina Zidem, Iliona, Camille Jansen, Alice David, Fabiola Guajardo, Constance Jablonski, Monica de La Villardière, Imane Touati and many other friends of the Maison came together for the evening. For one evening, House of Icons brought together the women who are part of Etam’s story and those already helping to shape its next images. Tomorrow’s archives are being written today











