

Etam LIVE SHOW 2020



RHINESTONES & SEQUINS: A DISCO -THEMED 13TH EDITION TO HEAT UP PARIS!

TUESDAY, SEPTEMBER 29, 2020

Etam celebrated Fashion Week and took over Paris' Opéra district for this 13th edition of the Live Show by making its Haussmann flagship the runway of its century-old know-how.

For the occasion, the brand showed off the normally concealed side of the underwear industry, from manufacturing secrets to the effervescence of being backstage, while respecting the sanitary restrictions imposed by the authorities: physical distance, hand sanitizer at the entrance, measurement of temperature and mandatory mask.

THE ETAM HAUSSMAN FLAGSHIP STORE

It's outside, around the Etam boutique at 16, rue Halévy, a protected site listed as a Historic Monument, that the models paraded on a glittery runway.

Transformed for the occasion, the store gave a glimpse of part of the backstage action from the stands. A nod to this glass case with spectacular volumes, revisited under the watchful eye of the Dutch architect Winy Maas in 2018.



VISIBILITY & ENTHUSIASM

The evening of the show, the live was watched on Etam.com & Instagram with more than **130K views**.

The live was rebroadcast the same evening at 11:10 pm on French channel W9 with a peak of **800,000 viewers**.

The global reach of the event on the brand's social networks reached more than **9.3M people**.

A "très belle" performance.

AFTER SHOW SHOPPING

An exclusive and interactive shopping session with Peggy Frey live from the backstage of the fashion show also allowed us to decipher and shop for the 10 key looks presented on the catwalk. The bestsellers?

PANAMA: a signature lace on a seamed bustier,

DIAMOND: a glimmering, underwire-free, triangle bra with delicatfishnet touches,

KARAT: a golden threaded, underwire-free triangle bra with exquisite lace and satin straps and closures.

All the looks from the Live Show are now on sale in limited editions on etam.com and in stores.



AN EXHILARATING ATMOSPHERE. LET'S CELEBRATE!

Joyful models, an exclusive line-up, girls on roller skates, talent ... & 400 guests won over!

Clara Luciani, Nea, Hatik, Ofenbach, Imagination. The music scene thrilled an audience of people, journalists, influencers & opinion leaders. Voices and rhythms that ardently carried a host of talents, performers and French and international models. Constance Jablonski, muse of the house. Lena Simone, Oumi Janta, famous roller-skating dancer, Méloody Vaxelaire, Maria Borges, Louise Lefebvre, Sofia Resing, and even Cindy Bruna... Each woman wore a look of the fashion show with fervor & enthusiasm.



A FESTIVE, COUTURE COLLECTION

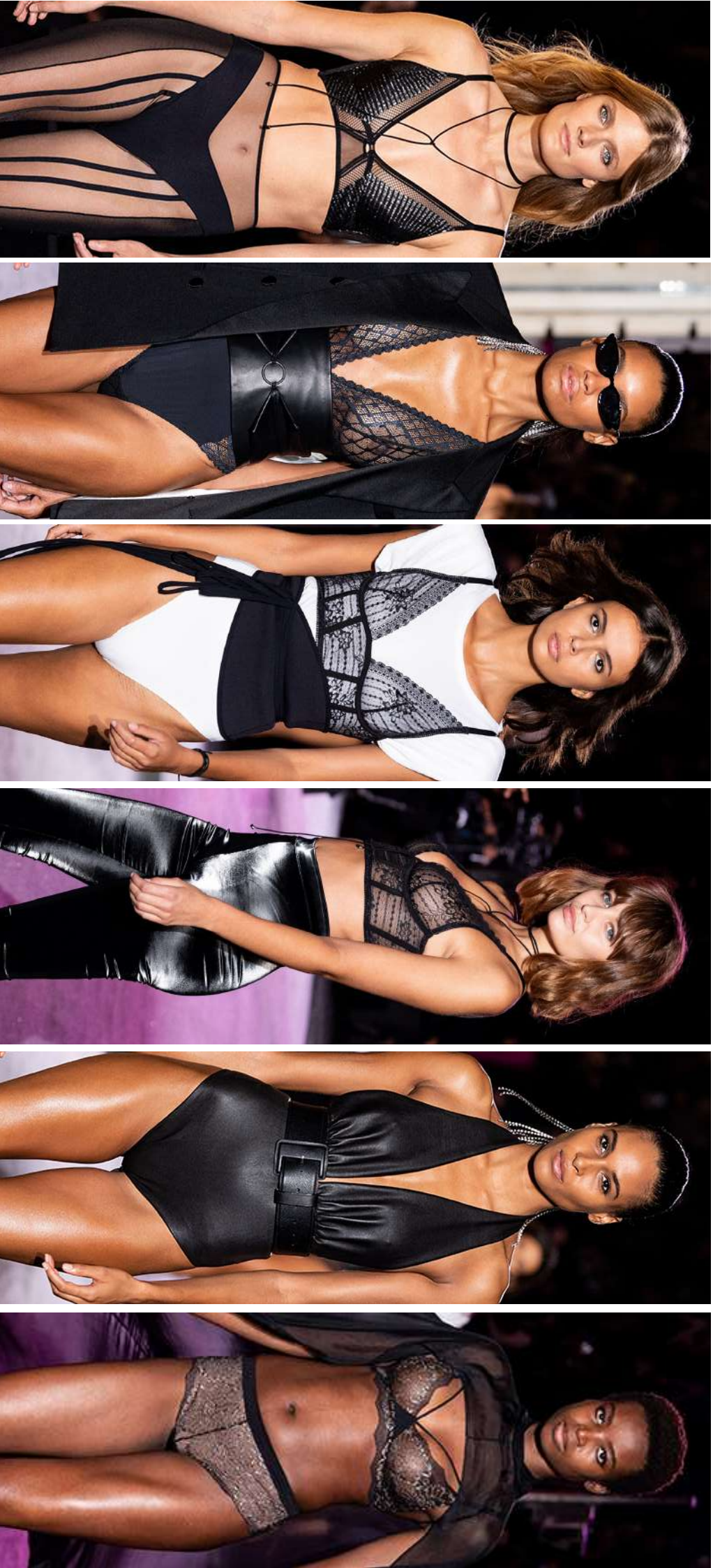
Clamor, rhinestones & sequins, let's dance!

This year, more than a fashion show, it's life that the brand celebrated for this extraordinary evening. Injecting a certain "joie de vivre", optimism and sensuality to the event, with a century-old know-how that never ceases to celebrate the modern et glamorous spirit of lingerie, that's the idea.

The collection thought out and created around the party revealed silhouettes under the influence of a disco vibe.

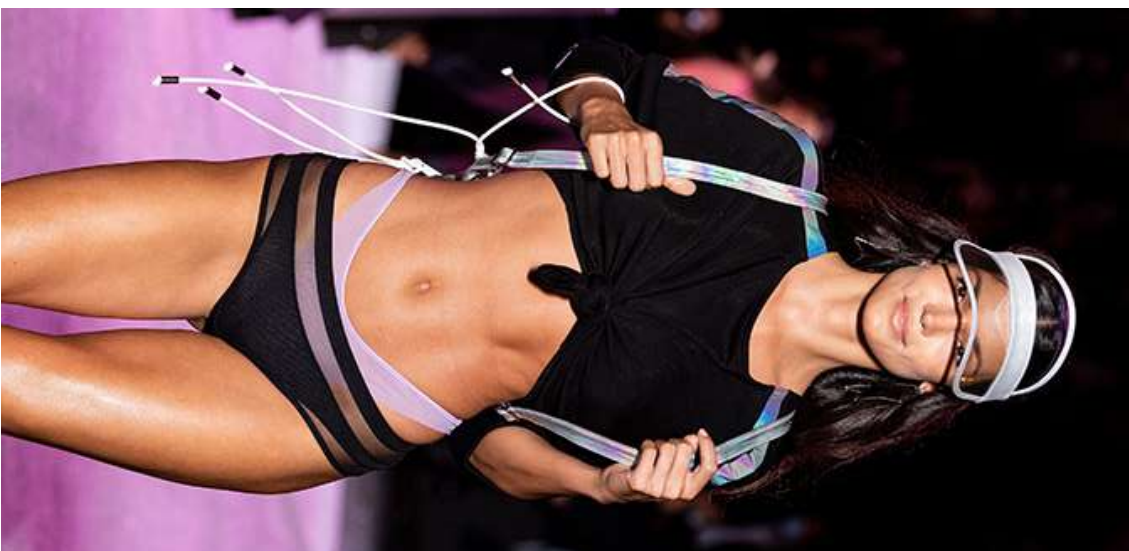
It must be said that Etam's stylists were inspired by the creative effervescence of the era's intoxicating rhythms & exuberance. For the occasion, they dug into the brand's archives to bring back a few emblematic pieces from recent decades. "Collector's Edition" a limited edition capsule that brilliantly transposes the original aesthetics of the brand from the 70's to the 90's and in to today's world.

3,2,1 SHOW!



FASHION PARTY

Opening with the “Fashion Party” theme: between innate elegance and assumed provocation, black and white clashed in a couture and sensual duel. Contrasting materials, lace and visible boning, silhouettes structured and highlighted with corsets that bear witness to a century-old know-how. In essence, a game of feminine / masculine graphics where XXL white shirts are superimposed on redesigned bustiers, punctuated with touches of leather and vinyl. A redefinition of frontiers above / below to celebrate fashion and its endless possibilities.



SPORT PARTY

When fashion and sport play on the same team, there is an outpouring of silhouettes with explosive colours and dynamic lines. 80's inspiration, holographic details on sculpting microfiber and transparent tulle: the flashes from the catwalk offer a double interpretation by exploring the intensity of the colours. Ready to move?



GARDEN PARTY

The third portrait from the fashion show, is a symbol of heightened femininity and a eulogy to voluptuousness.

Here, pink comes in a palette of irresistible shades. Reminiscent of a summer garden with poetic inspirations, the materials are airy and imbued with a sensual lightness. To sublimate the body's curves, the minimalism of the details emphasises unpublished volumes. A true retro-paradiso parenthesis, magical glasses to see life in pink. Pink, now!



SUNSET PARTY

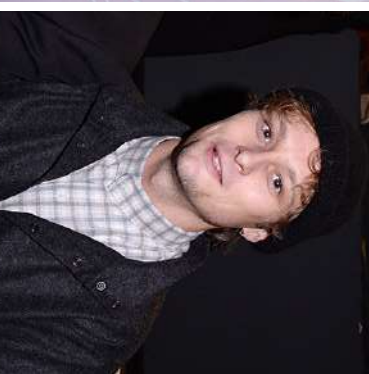
The penultimate image in a seventies spirit. Silhouettes give pride of place to the hippie chic style. Head to Ibiza, not-to-be-missed parties, flamboyant sunsets and pronounced vintage looks. Elaborate drapery, sometimes knotted, sometimes untied, emphasizing and flattering the delicacy of curves in a disturbing level of relaxation. Tie-and-dye prints, colorful trains, plunging necklines, trendy and effortless. Let's party!



DISCO QUEEN

A final revival worn by fever disco silhouettes. On the program? A rain of rhinestones and bursts of glitter on unexpected cutouts. Exuberant fringes - all-over party-girl crystals, it has to shine! A sign, a celebration of the party, the night, and life. Get on your skates...

let's roll!



FRONT ROW & GLAMOROUS PHOTOCALL

Around Laurent Milchior, co-manager of the Etam group, personalities, artists, stars & influencers. A happy front row and stands with masked faces and laughing eyes.

Virginie Ledoyen, Thomas Dutronc, Thylane Blondeau, Alysson Paradis, Marc Lavoine and Line Papin, Gaia Sweiss, Aïssa Maïga, Alice Isaaz, Lena Situations, Camille Lellouche, Léa Elui, Flora Coquerel, Elodie Fontan, Vincent Elbaz, Karidja Touré, Rod Parado, Ophelie Meunier, Tomer and Sandra Sisley, Iris Mittenaeere & Diego El Claoui, Kenza Smg, Alice David, Jospéhine Japy, Kev Adams, Alicia Aylies, Rachel Trapani, Jean-Eric Vergne, Alice Belaïdi, Jean Roch, Carla Cinola, Rianne Meijer, Paola Locatelli, Baptiste Giabiconi, Noholita, Clara Berry, Chloé B. Mayadorable ...

Watch and rewatch on [etam.com](https://www.etam.com)

Etam **#feel FREE**