



WITH ITS LIVE SHOW
"GIRLS ONLY!" ETAM
HAS SET FASHION
WEEK ABLAZE

A SPECTACULAR CATWALK ILLUMINATED BY SWEEPING MULTICOLOURED LASER BEAMS. FIVE DIFFERENT SCENES, FIVE SINGERS AND A BEVY OF FABULOUSLY GORGEOUS GIRLS TO SHOWCASE THE BRAND'S CREATIVE GENIUS AND LINGERIE EXPERTISE.

Last Tuesday evening Etam presented a new inventive, creative collection that played on all the codes of lingerie and fashion.

The first to enter were the exquisite Isabeli Fontana, Edita Vikeviciute, Anna Selezneva, Julia Frauche, Liu Wen and Lais Ribeiro. Flower garlands in their hair and patent stilettos on their feet set the tone for the first scene, which juxtaposed the fresh and romantic Liberty of London with more rock 'n' roll garments.

The second scene was dedicated to lace and colour, with Glam by Etam, the brand's iconic fashion line. Veils, tiaras and fluorescent makeup adorned

these very 21st century electric princesses.

Black, white, pearls, feathers and spidery lacework side by side with leather and breathtaking cuts made up the incredibly sexy, contemporary third scene.

The fourth scene was a foretaste of a very French Riviera summer with delicious beachwear in geometric patterns.

And finally, the fifth scene: a collection by the sublime and very inspired Natalia Vodianova. Exquisite fabrics and a strongly defined style characterised the twenty or so amazing, very haute couture garments.

Etam

ON STAGE, GIRLS FROM THE INTERNATIONAL MUSIC SCENE

Under the artistic direction of Mark Robinson, and in order of appearance, the Swedish singer Lykke Li and her hit "I Follow Rivers", Rita Ora, sexy and sparkly, with "How we do (party)", Selah Sue, with her sensual, husky voice, more intimate on acoustic guitar with "Raggamuffin", Lily Allen, back after four years away, and visibly delighted to be there, with "Smile", and finally M.I.A., glowingly electric in the last scene and the finale with "Paper Planes" and "Bad Girls".



A STAR-STUDED FRONT ROW

Elodie Bouchez, Cécile Cassel, Joey Starr, Ludivine Sagnier, Frédéric Taddei, Izia Higelin, Gilles Lellouche, Frédéric Beigbeder, Jamie Hince, Aure Atika, Joséphine de la Baume, Emmanuelle Seigner, Sarah Lavoine, Nicolas Duvauchelle, Léa Seydoux and Isabelle Adjani. And a special mention goes to Cara Delevingne, who sang, danced and was totally connected to the girls on the catwalk.



A NOVEL WAY TO PROMOTE THIS SENSATIONAL LIVE SHOW EVENT IN 19 TOWNS ALL OVER FRANCE

Etam was the first brand to broadcast its fashion parade live on the web, and once again it is at the forefront of innovation by showing its Live Show in 3D in cinemas. Guests were bowled over by the fact that they were seeing this Live Show almost as if they were really there!



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