

# ETAM CELEBRATES LA FRENCH LIBERTÉ

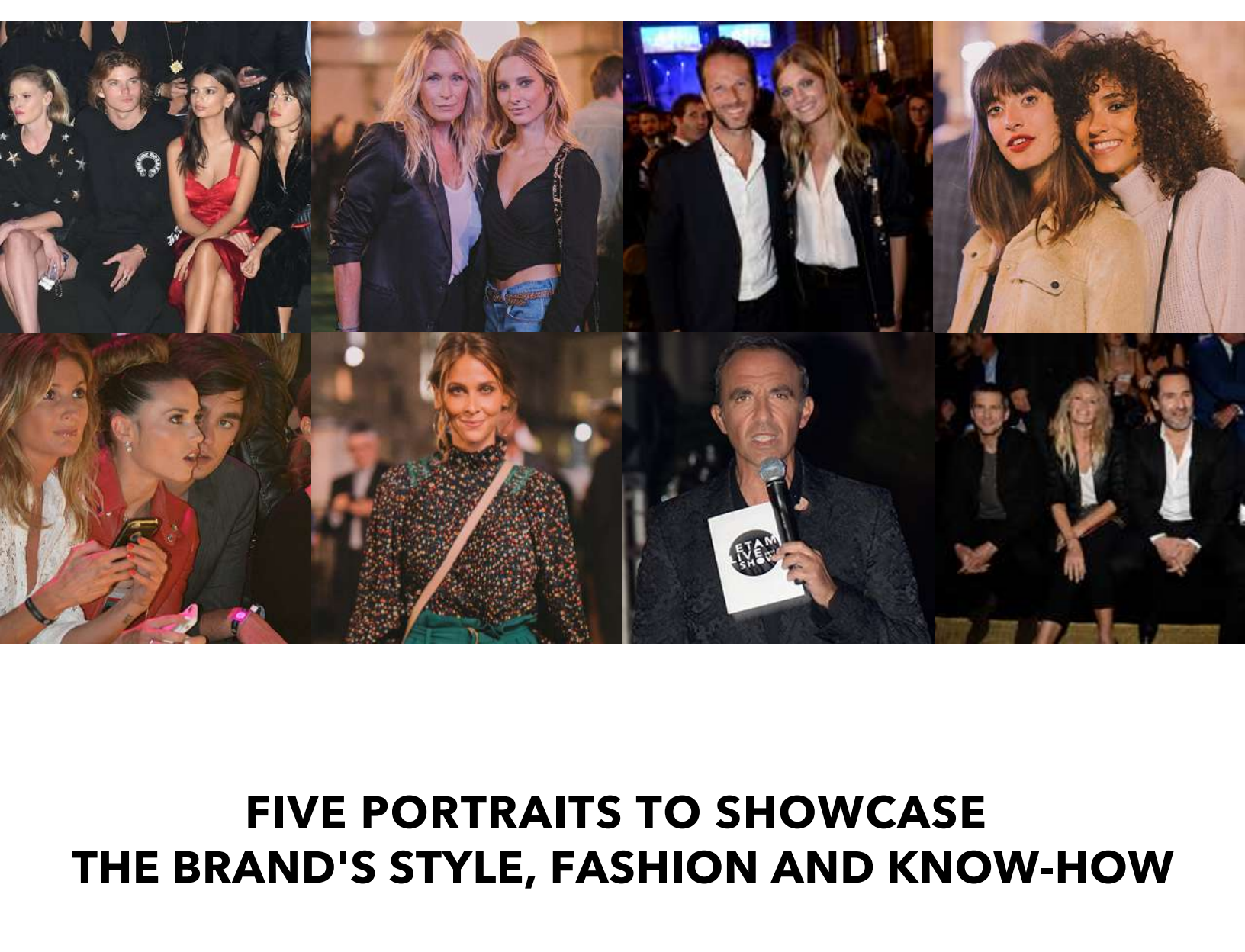


THE TENTH ETAM LIVE SHOW WAS HELD IN THE SPECTACULAR SETTING OF THE ECOLE DES BEAUX ARTS IN PARIS. A TOUR DE FORCE BEAUTIFULLY SHOWCASING THE SEXY "MADE IN FRANCE" STYLE TO WHICH THE CENTURY-OLD BRAND HOLDS THE SECRET. ALL OF ETAM'S HALLMARKS - EFFORTLESS ELEGANCE, DARING AND SEXINESS - SEAMLESSLY COMBINED FOR AN ELECTRIFYING EVENING.



## ON THE RUNWAY

Over 80 joyful and sparkling models, including top French models Camille Rowe and Constance Jablonski, walked the runway in time to a cosmopolitan, buzzworthy line-up: **NTM** (Ma benz and Seine Saint Denis Style) **JOEY STARR** and **GABRIEL-KANE** (Lie to me) for his first live performance, **LA FEMME** (Sur la Planche), the French group that exports its electro psychedelic world around the globe, **CHARLI XCX** (Boys) and **ANNE-MARIE** (Ciao Adios), both topping the charts with tens of millions of views on YouTube.



## FRONT ROW

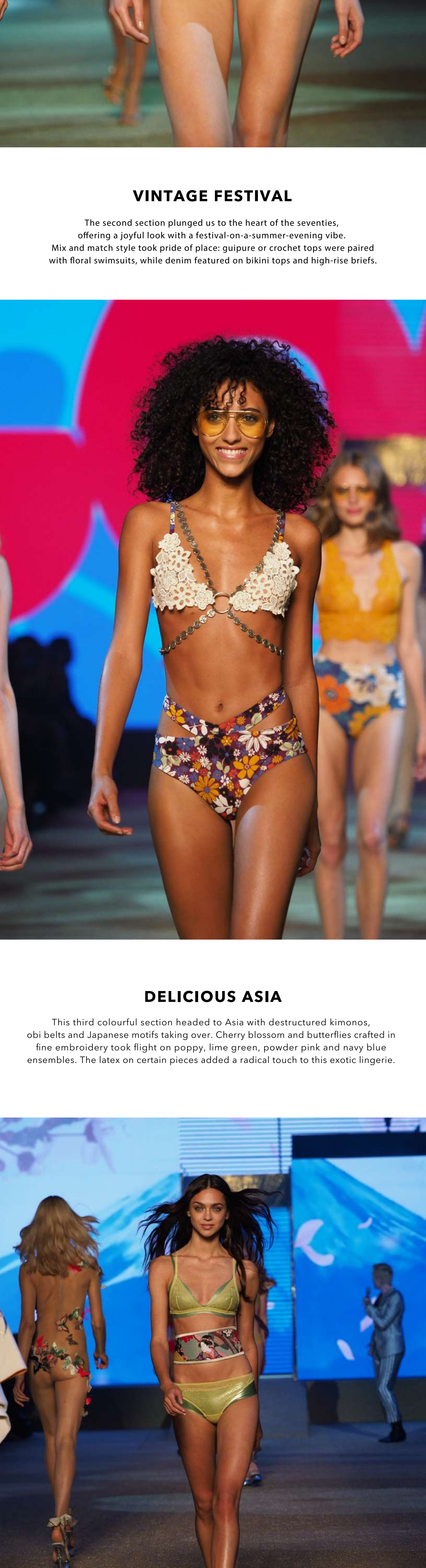
Lara Stone, Emily Ratajowski, Jordan Barrett, Laurent Milchior, Estelle Lefébure, Isabelle Adjani, Guillaume Canet, Doria Tillier, Gilles Lellouche, Ophélie Meunier, Audrey Pulvar, Jeanne Damas, Paula Echevarria, Sarah Lavoine, Laury Thilleman, Caroline Receveur, Alain-Fabien Delon, Pierre et Rachel Milchior, Christian Courtin-Clarins, Jean-Charles de Castelbajac, Jacques-Antoine Granjon, Antoine Gallet, Sylvie Tellier... Not forgetting master of ceremonies Nikos Aliagas.



## FIVE PORTRAITS TO SHOWCASE THE BRAND'S STYLE, FASHION AND KNOW-HOW

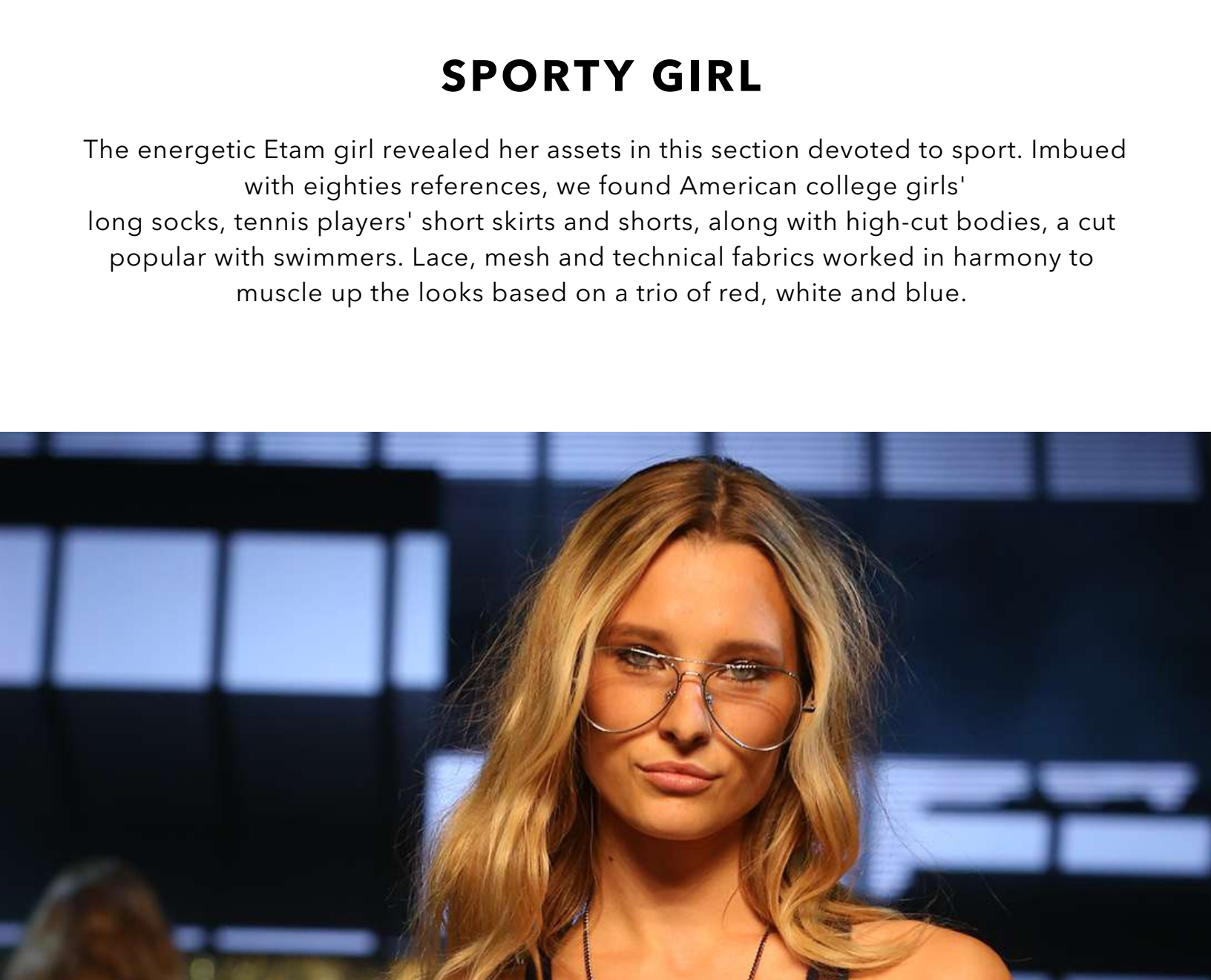
## SEXY AMAZONE

Graphic cut-out detailing, visual lace crafted in a patchwork, and lacquered or iridescent effects to show off the defined body of a sexy Amazon.



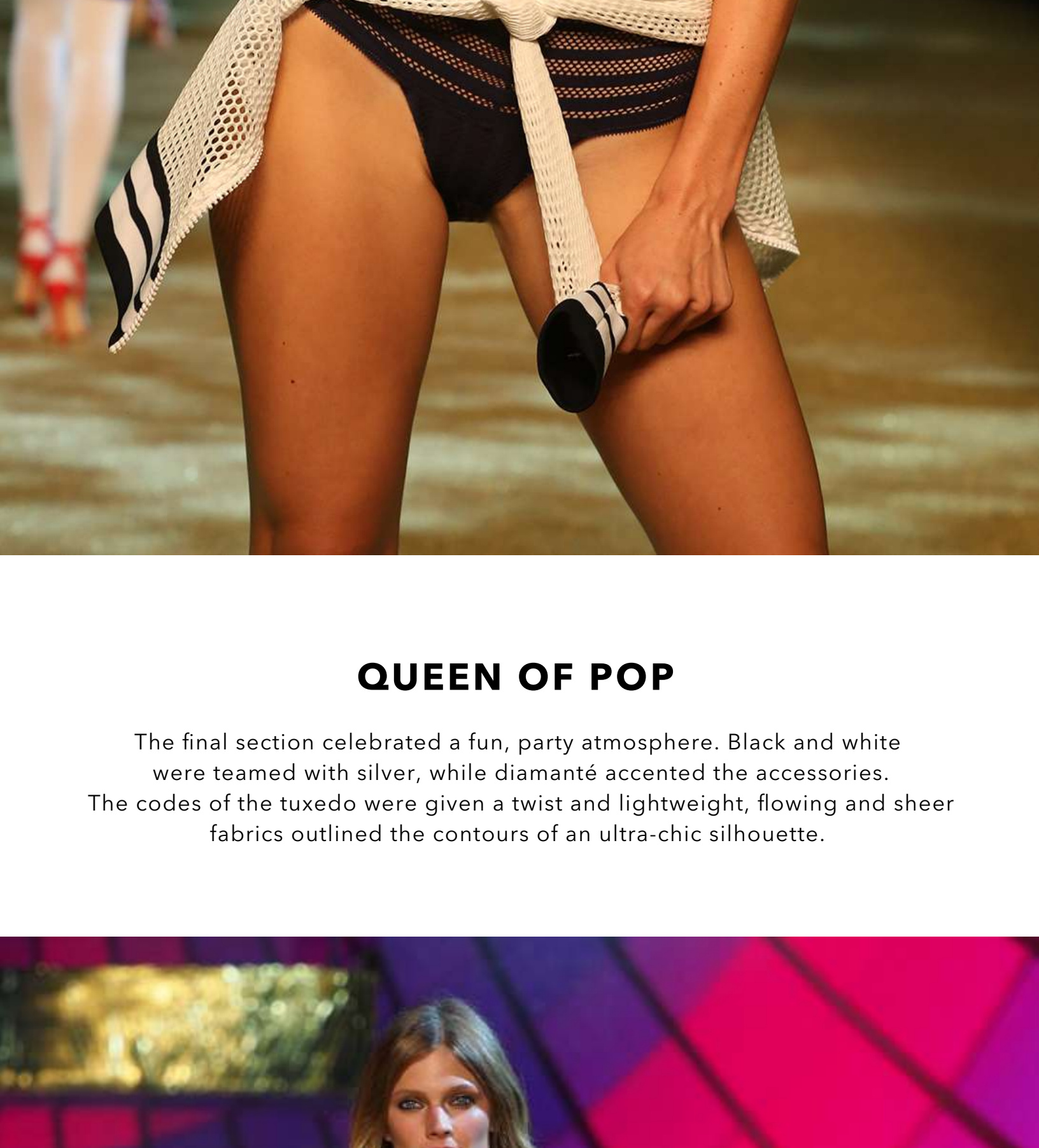
## VINTAGE FESTIVAL

The second section plunged us to the heart of the seventies, offering a joyful look with a festival-on-a-summer-evening vibe. Mix and match style took pride of place: guipure or crochet tops were paired with floral swimsuits, while denim featured on bikini tops and high-rise briefs.



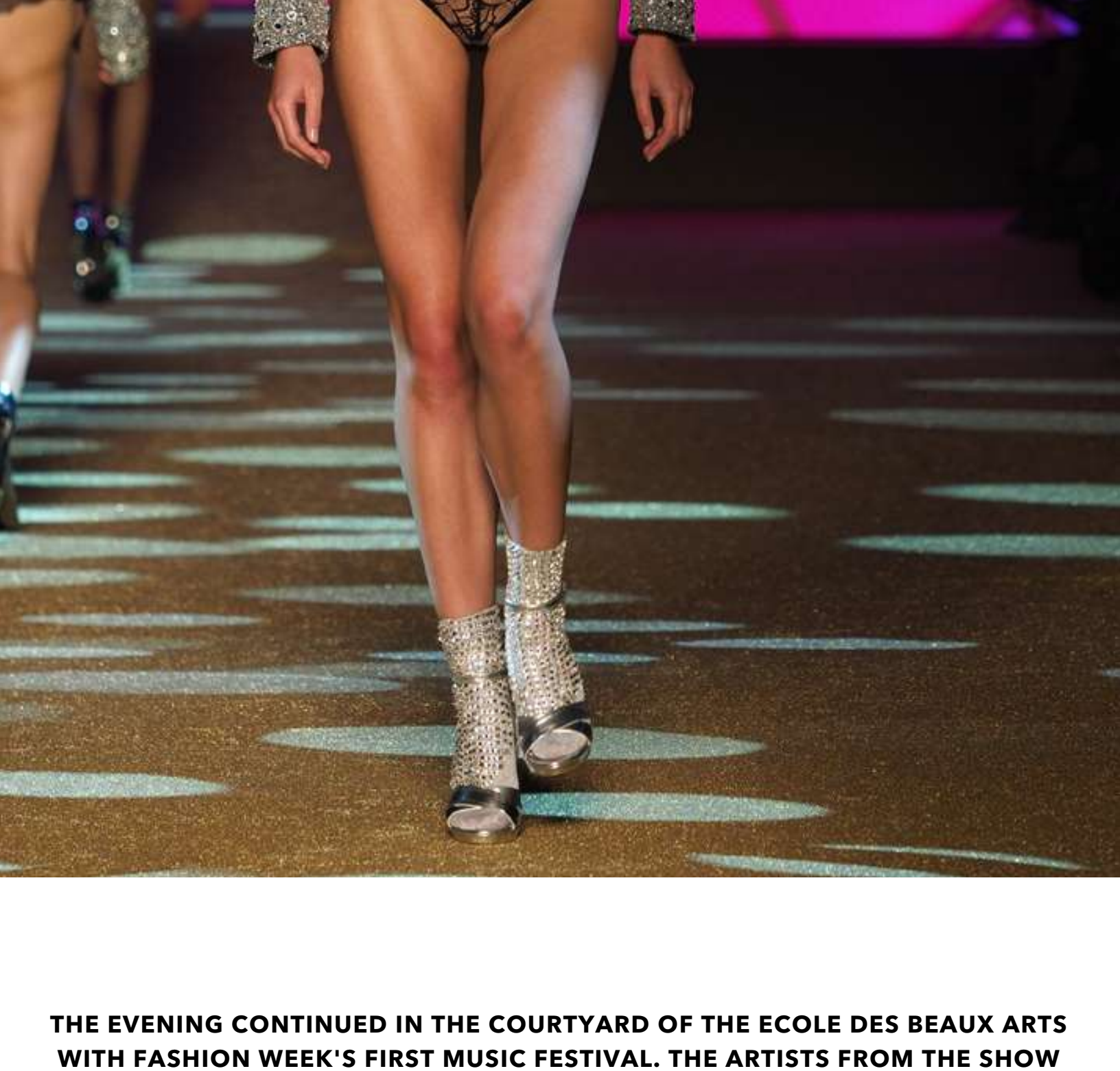
## DELICIOUS ASIA

This third colourful section headed to Asia with deconstructed kimonos, obi belts and Japanese motifs taking over. Cherry blossom and butterflies crafted in fine embroidery took flight on poppy, lime green, powder pink and navy blue ensembles. The latex on certain pieces added a radical touch to this exotic lingerie.



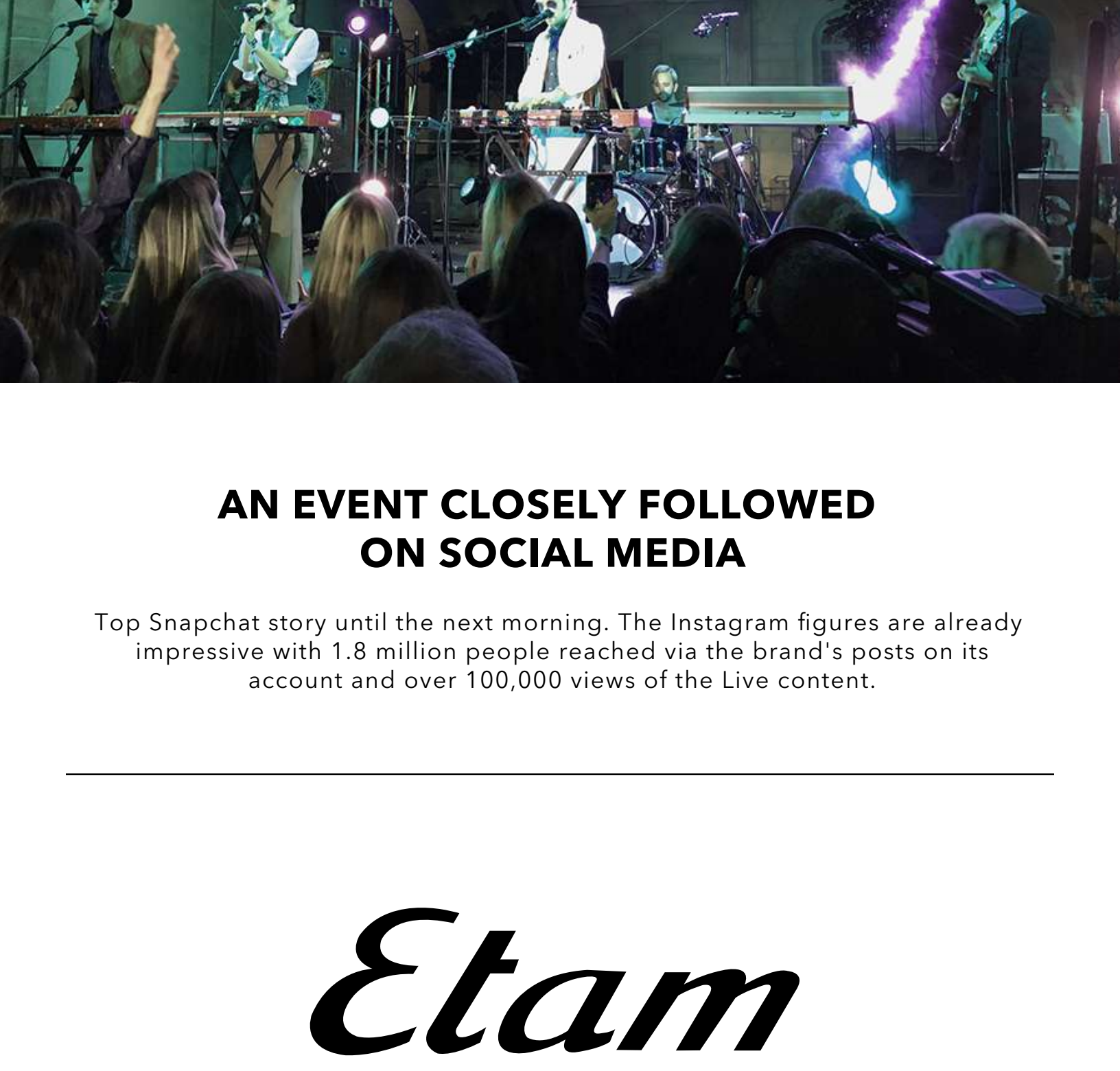
## SPORTY GIRL

The energetic Etam girl revealed her assets in this section devoted to sport. Imbued with eighties references, we found American college girls' long socks, tennis players' short skirts and shorts, along with high-cut bodices, a cut popular with swimmers. Lace, mesh and technical fabrics worked in harmony to muscle up the looks based on a trio of red, white and blue.



## QUEEN OF POP

The final section celebrated a fun, party atmosphere. Black and white were teamed with silver, while diamanté accented the accessories. The codes of the tuxedo were given a twist and lightweight, flowing and sheer fabrics outlined the contours of an ultra-chic silhouette.



THE EVENING CONTINUED IN THE COURTYARD OF THE ECOLE DES BEAUX ARTS WITH FASHION WEEK'S FIRST MUSIC FESTIVAL. THE ARTISTS FROM THE SHOW FIRED UP THE 1,500 GUESTS, WHO ALSO CAME TO ENJOY THE FOOD TRUCKS IN A REAL FESTIVAL ATMOSPHERE COMPLETE WITH LAWN AND BALES OF STRAW.



## AN EVENT CLOSELY FOLLOWED ON SOCIAL MEDIA

Top Snapchat story until the next morning. The Instagram figures are already impressive with 1.8 million people reached via the brand's posts on its account and over 100,000 views of the Live content.

Etam