Etam heads to Corsica for its first swimwear fashion show

By Marion Deslandes - 10 May 2022

Etam -- organizer of the 'Live Show' held in Paris where the French brand showcases its lingerie designs since 2009 -- is delivering a new special event. While luxury houses unveil their cruise collections in vacation spots, like Chanel in Monaco on May 5, the mid-range lingerie brand is orchestrating its first swimwear fashion show to be held on May 12 at 6:30 pm on a secret beach in Corsica.

The event will be broadcasted live on the brand's Instagram account, which publicized the event to its social media followers and announced a contest granting two winners an invitation to the physical show. One hundred guests, journalists and influencers, are expected to attend.
The lingerie brand founded in 1916 and boasting 860 points of sale in 50 different countries will present around 40 pieces from its summer 2022 beachwear collection. The models' makeup looks will be designed by MAC Cosmetics and their hair styled by Bumble and Bumble.

Etam is leveraging the event to launch its first NFTs. The virtual counterparts of the show's looks will be available to the general public as well as industry professionals. This first cruise show will also enable Etam to communicate internationally since the brand entered the American market last March. Its products are sold in corners installed in ten Nordstrom department stores across the country, while it plans to open 24 stores in the United States by 2025.

By Marion Deslandes
Translated by Roberta Herrera