



Press Release
26 January 2010

Etam put on a show at the Ritz and on etam.com!

Yesterday evening, in the exceptional setting of the Ritz Hotel, Paris, Etam once again put on a glamorous fashion show.

This was the second fashion show for the lingerie market leader, at which a large number of guests and Internet users were able to get a sneak preview of Natalia Vodianova's new designs, and the Etam lingerie and swimwear collection for summer 2010.

The high-glamour, celeb-studded show was a real event, as after the catwalk show the guests enjoyed a live musical performance from the wonderfully talented Charlotte Gainsbourg...

Some of the favoured few:

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|-----------------------|---|
| Hilary Swank | Marie-Josée Croze |
| Rosy di Palma | Julie Depardieu |
| Charlotte Casiraghi | Marina Foïs |
| Alice Dellal | Melle Agnès |
| Béatrice Dalle | Audrey Marnay |
| Eva Herzigova | Micky Green |
| Karen Mulder | Joana Preiss |
| Nora Arnezeder | Victoire de Castellane and Thomas Lenthal |
| Karin Viard | Zoé Félix |
| Olivier Dahan | Mélanie Thierry |
| Romain Duris | Elisa Tovati |
| Melvil Poupaud | Gaspard Augé (Justice band) |
| Bianca Brandolini | Mélanie Laurent |
| Victoire de Pourtalès | |

ETAM then invited all the guests to continue the evening at the Evreux Hotel, to the sounds of Mark Ronson.

Thanks

Event organised by Mad Agency, Thierry Dreyfus (Production Director), Corinne Liscia (Casting Director), Tom Pecheux (Make-up Director), Odile Gilbert (Hairstyling Director).

Press: ETAM

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