



ETAM BRAND BOOK

Etam

THE ETAM GROUP

FAMILY SHAREHOLDING GROUP

SINCE 1916

FEATURING 4 BRANDS

ETAM - MAISON 123 - UNDIZ - LIVY

1 380 STORES WORLDWIDE

1 BILLION €

6 300 TALENTS

« FOR 102 YEARS, ETAM HAS BEEN DEDICATED TO SUPPORT
CONFIDENT, EMPOWERED WOMEN IN FRANCE.
WITH 860 STORES IN 50 COUNTRIES, THE INFLUENCE
OF ETAM IN THE WORLD OF LINGERIE AND FASHION IS
INCREASING AND WE AIM TO BECOME A GLOBAL KEY
PLAYER BRAND AROUND THE WORLD »

LAURENT MILCHIOR, CHAIRMAN ETAM GROUP





THE ETAM BRAND

N°1 *FRENCH WOMEN
LINGERIE BRAND*
N°7 BRAND WORLDWIDE *

860 STORES IN 50 COUNTRIES

AWARENESS IN FRANCE

TOP OF MIND **20 %**

TOTAL **96 %**

MARKET SHARE IN FRANCE

11 %

SHOPPING EXPERIENCE

BEST RETAILER OF THE YEAR*

IN **2018**

*SOURCE : KANTAR AND OC&C SURVEY 2018

A HISTORY *WITH WOMEN* THAT STARTED 100 YEARS AGO

OVER 100 YEARS OF «MADE IN FRANCE» DESIGN AND STYLE
AND AN EFFERVESCENT CREATIVITY

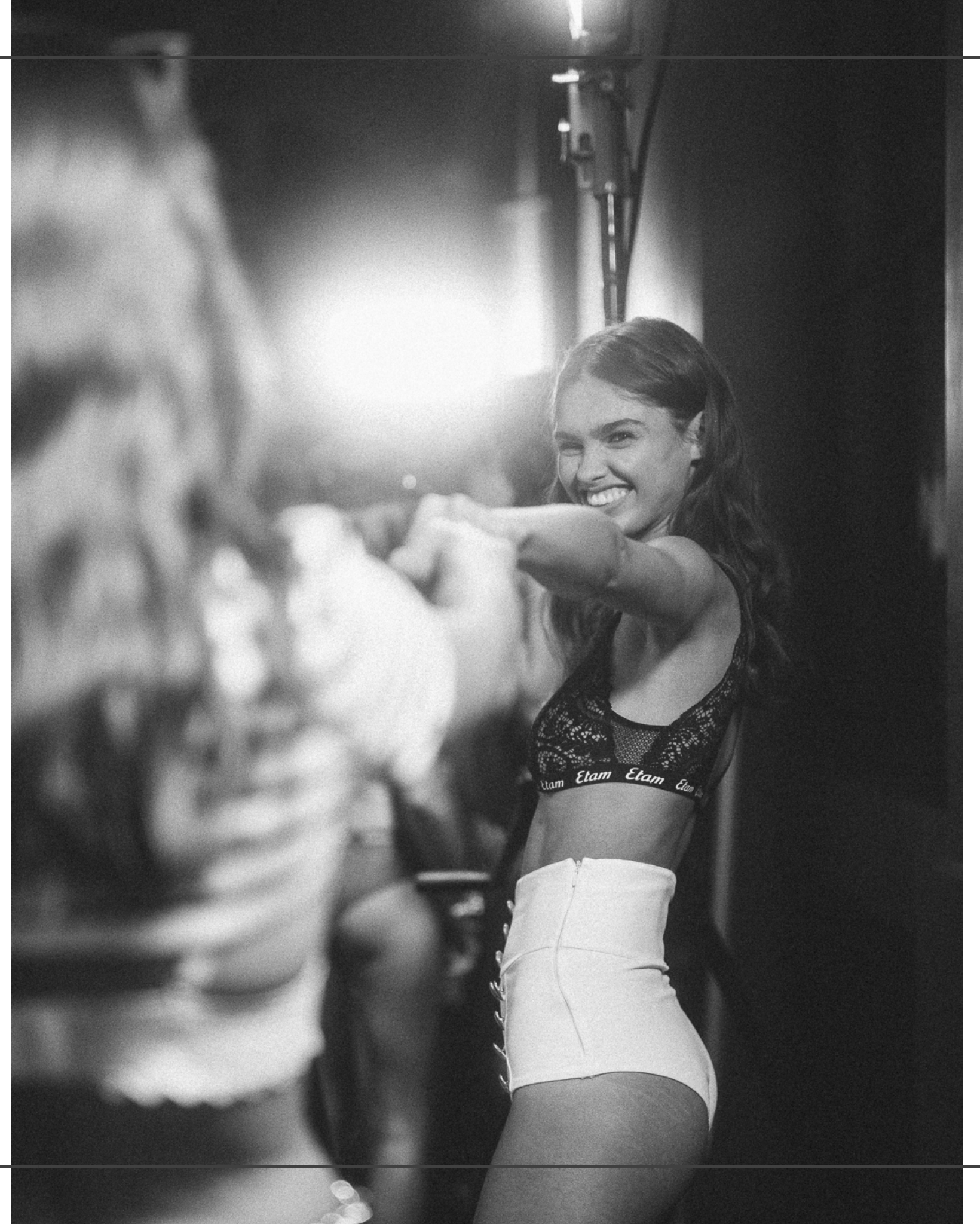
OVER 100 YEARS OF KNOW HOW AND INNOVATION
AND A FLOURISHING CURIOSITY FOR NEW TECHNOLOGIES

OVER 100 YEARS OF FASHION EXPERTISE AND AN ONGOING
PLEASURE TO PUT FASHION INTO LINGERIE

OVER 100 YEARS OF SUPPORTING WOMEN
IN THEIR QUEST FOR FREEDOM

OVER 100 YEARS OF FRENCH WAY TO BE SEXY
THIS FAMOUS « JE NE SAIS QUOI » THAT CATCHES THE EYE
AND GIVES THE POWER TO BE AT THE CORE OF YOUR OWN STORY

OVER 100 YEARS OF BOLDNESS
BECAUSE TO DARE IS TO BE FREE





LET EVERYONE KNOW ABOUT
THE FRENCH
WOMEN’S WAY
SO ETAM BECOMES THE FAVORITE
FRENCH LINGERIE BRAND FOR ALL WOMEN AROUND THE WORLD,
WHATEVER THEIR BODIES, BACKGROUNDS, LIFESTYLES.

AND MORE LIKELY, HELP TO CHANGE THE WORLD
BY CONTINUING TO SUPPORT WOMEN
IN THEIR QUEST FOR FREEDOM.

THE ETAM **WOMEN**

IT'S ALL ABOUT
MOI

THE ETAM WOMAN IS A STRONG
AND INDEPENDANT WOMAN

SHE KNOWS WHO SHE IS AND WHO SHE WANTS TO BE

WE RECOGNISE HER BY THE WAY SHE IS

THAT MIX OF CASUAL ELEGANCE
AND ASSUMED BOLDNESS

THAT EFFORTLESS LOOK
SO EMBLEMATIC OF FRENCH WOMEN

WHICH MAKES THEM SO INSPIRING
IN THE EYES OF THE WHOLE WORLD

SO THEMSELVES



QUAND
JE SUIS SEXY
**C'EST D'ABORD
POUR MOI**



**BE PROUD,
POWERFUL,
INSPIRING**

JE SAIS
QUE
JE SUIS FREE.
ET J'Y TIENS...



POSITIONING

EMPOWERING
FRENCH
LINGERIE

SINCE 1916

BECAUSE THE UNDERWEAR YOU DECIDE TO WEAR IN THE MORNING
DETERMINES YOUR OVERALL LOOK AND MINDSET FOR THE DAY
GIVING YOU THE POWER AND THE CONFIDENCE
TO APPROACH THE DAY IN YOUR OWN WAY
ETAM IS PROUD TO SUPPORT WOMEN
IN THEIR QUEST FOR FREEDOM
SINCE 1916



COLLECTIONS

Etam

WHEN LINGERIE MEETS **FASHION** BUT NEVER DROPS **CONFORT**

SWIMWEAR



MODERN
&
TRENDY
LINGERIE



MIX AND MATCH
NIGHTWEAR
AND
LINGERIE



The image shows the storefront of an Etam Paris store. The building is a historic structure with ornate stone carvings and arched windows. The store's entrance is through a large glass door with a black frame. Above the door, the 'Etam PARIS' logo is illuminated in purple. Inside the store, a mannequin wearing a black and white patterned top is visible. The floor inside has a black and white striped pattern. The overall scene is a blend of modern retail and historic architecture.

A UNIQUE SHOPPING EXPERIENCE

Etam

STORES **CONCEPT**

THE SO CHIC STORE CONCEPT
FEATURES HAUSMANNIAN
STYLE APARTMENTS CODES
AND THAT UNIQUE FRENCH FLAIR

CHEVRON PARQUET FLOORING
WOOD AND MARBLE
DECORATIVE TRIMS

STORE SIZES
FROM 200 TO 750 SQM





A STRONG IN-STORE STORYTELLING

IMPRESSIVE
PHOTO DISPLAY

A SPECIAL AREA DEDICATED TO OUR
LIVE SHOW

OUR KNOW HOW BROADCASTED
AROUND THE STORE

OUR PARISIAN **FLAGSHIP**

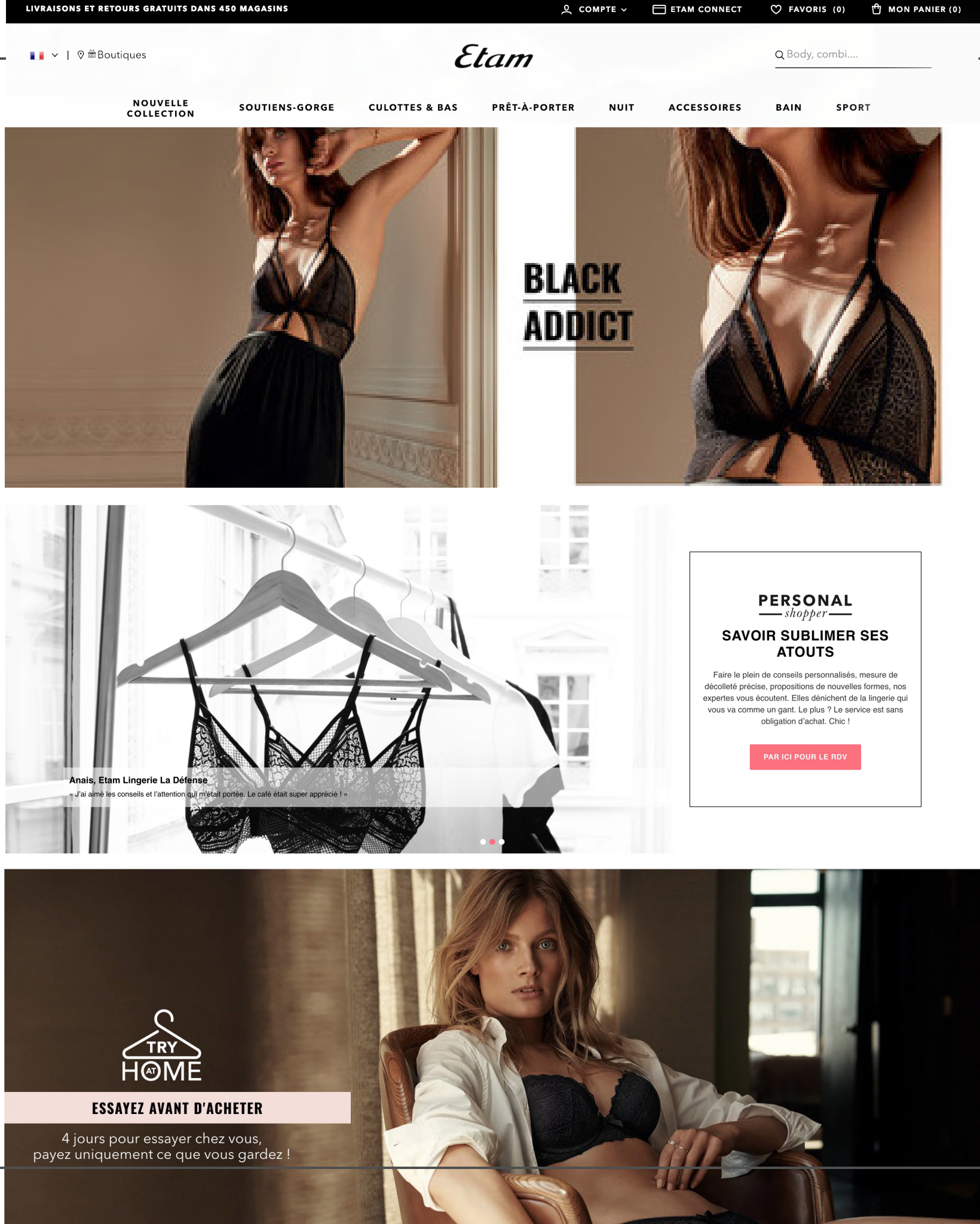
THE VERY BEST OF
FRENCH LINGERIE
IN THE MOST PRESTIGIOUS AREAS OF PARIS

CHAMPS-ÉLYSÉES
AND
BOULEVARD HAUSSMANN SOON

500M²
OF
SEXINESS, FASHION, EFFORTLESS & CHIC ATTITUDE

TWO EXCITING PLACES !





DIGITAL USER EXPERIENCE

FROM WEBSITE



TO STORES

AROUND 150 MILLIONS

YEARLY VISITORS ONLINE
AND IN OUR STORES

40%

OF OUR INSTORE CUSTOMERS HAVE VISITED
OUR ONLINE STORE UP TO 5 TIMES
WITHIN 15 DAYS PRIOR THEIR STORE VISIT

INNOVATING CUSTOMER SERVICES

WITH NEW RFID TECHNOLOGY FOR A BIG CUSTOMER CENTRIC VISION

OMNICHANNEL STORES



TRY@HOME

FLASH **PAY**

SELF CHECK OUT



E-RESERVATION



MOBILE PAYEMENT

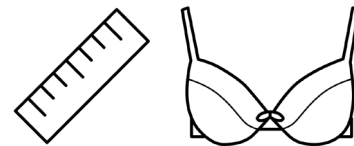


CONNECTED
FITTING ROOMS

ALWAYS MORE SERVICES SHOWCASING OUR EXPERTISE

PERSONAL
—shopper—

EXCLUSIVE PERSONAL SHOPPING
SERVICE UPON REQUEST



EXPERT BRA FITTING SERVICE
TO FIND THE PERFECT BRA



THE ETAM SCAN
TO FIND WHAT IS AVAILABLE
IN STORE

AND CONNECTING WITH OUR CUSTOMERS

Etam
CONNECT

NEW LOYALTY PROGRAM
TO LIVE MORE AND MORE EXPERIENCES WITH THE BRAND

BIENVENUE DANS **VOTRE** CABINE

Un besoin, une envie ?



CHANGER LA TAILLE
D'UN ARTICLE



CHANGER LA COULEUR
D'UN ARTICLE



VOIR LES
COMPLÉMENTAIRES



DÉCOUVRIR L'UNIVERS
D'UN ARTICLE



APPELER
UNE HÔTESSE



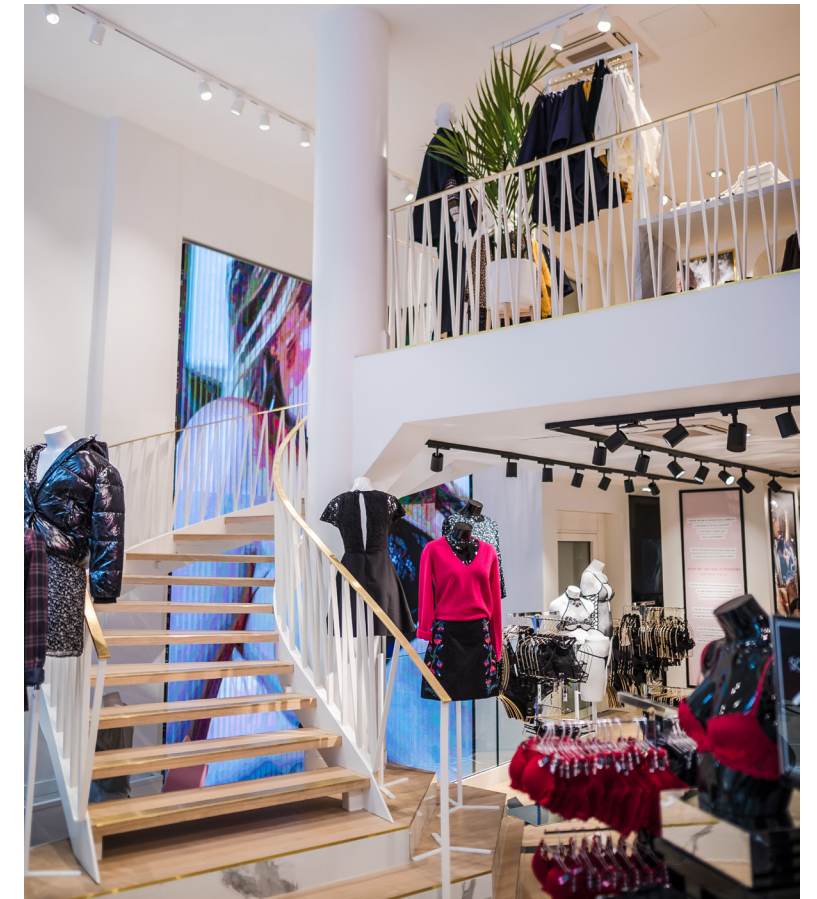
PAYER AVEC
UNE HÔTESSE

Etam











The background image shows a light-colored building facade. On the right, there is a balcony with a black wrought-iron railing. Above the balcony, a string of warm-toned, round light bulbs is strung across the frame. On the left, a neon sign in a light purple/pink color is visible, displaying the words 'FREEDOM' and 'LIBERTY' in a stylized, slightly curved font. The overall scene is brightly lit, suggesting daytime.

MARKETING STRATEGY

BUILDING BRAND EQUITY & GROW
CONSUMER'S COMMITMENT

Etam

BRAND IDENTITY

A CLEAR AND COMPETITIVE BRAND IDENTITY

THE FRENCH **LIBERTÉ**

TO EXPRESS

WHERE WE COME FROM

BEING FRENCH IS AN ATTRACTIVE KEY DIFFERENCIATOR
VS. WORLDWIDE COMPETITION

WHAT WE STAND FOR

FREEDOM IS A HIGHLY COMMITTING VALUE
AT THE ERA OF 3RD FEMINISM REVOLUTION.

WE WANT TO GIVE WOMEN THE POWER TO BE THEMSELVES,
FREE IN BODY AND MIND.



BRAND IDENTITY

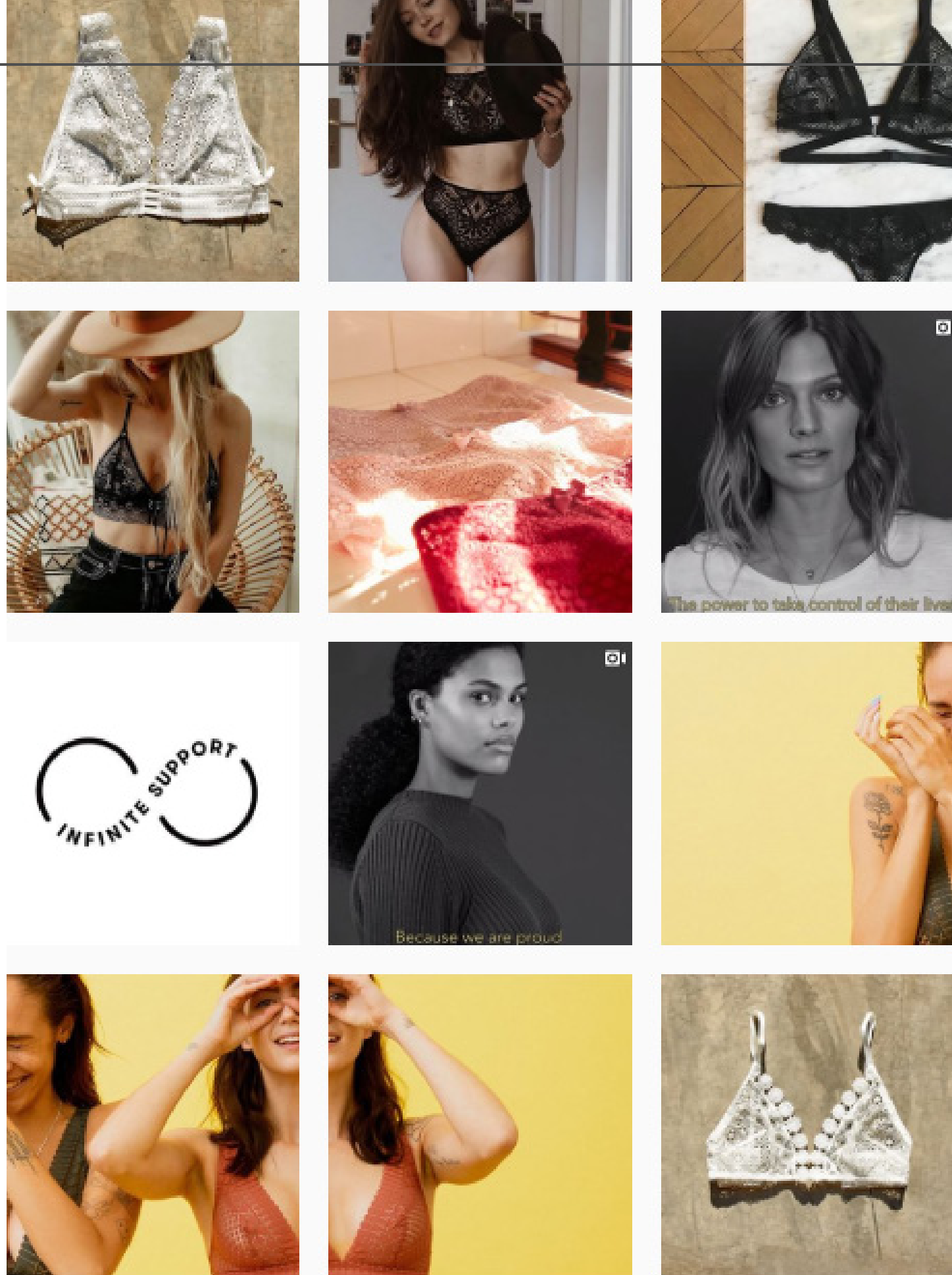
THE FRENCH LIBERTÉ



Etam
DEPUIS 1916



OFFLINE CAMPAIGNS



STRONG ASSETS

SOCIAL MEDIA

EMBODY THE FRENCH LIBERTÉ,
THROUGH A REAL EDITORIAL STRATEGY
BASED ON 4 MAIN PILARS

FASHION / KNOW-HOW

WOMEN'S EMPOWERMENT

INCLUSIVITY

CORPORATE SOCIAL RESPONSABILITY

CREATE BRAND AWARENESS ALL OVER THE WORLD
GENERATE BUSINESS



1,5M FANS

0.4% ENGAGEMENT RATE



1M FOLLOWERS

3.5% ENGAGEMENT RATE

ETAM LIVE SHOW

THE 11TH EDITION OF THE ETAM LIVE SHOW
ONE OF THE MOST EMBLEMATIC SHOW OF THE
PARIS' FASHION WEEK

5 THEMES HIGH IN STYLE
SHOWCASING
EFFORTLESS FRENCH STYLE AND SEXY CHIC

A LIVE PERFORMANCE
WITH 5 FIGURES OF THE INTERNATIONAL MUSIC SCENE
JAIN , ZARA LARSSON, JORJA SMITH, IAMDDDB AND CARDI B,
FOR THE 1ST FRENCH PERFORMANCE EVER !

A SPECTACULAR FRONT ROW AND VIPS
FROM ALL OVER THE WORLD

A LIVE ON FACEBOOK, INSTAGRAM AND YOUTUBE
A TV PARTNERSHIP WITH FRENCH TV CHANNEL

MORE THAN 10 MILLIONS ONLINE VIEWS WORLDWIDE DURING THE D.DAY !

AND A FRENCH LIBERTE FESTIVAL IN THE COURTYARD
WITH PERFORMERS AND SELECTED GUESTS TO
CELEBRATE THE FASHION WEEK



A low-angle, close-up photograph of two women on a beach. The woman in the foreground is smiling, looking upwards, with long, wavy blonde hair. She is wearing a white one-piece swimsuit with a blue and green tropical leaf pattern. The woman in the background is slightly out of focus, wearing a bright yellow one-piece swimsuit, with her arm raised. The background is a clear blue sky with some light clouds.

WE CARE

OUR CSR PROGRAM

Etam

WE CARE

« WE ARE MORE **DETERMINED** THAN EVER TO CONTINUE TO MEET WOMEN'S NEEDS AND EXPECTATIONS TOWARDS LINGERIE AND FASHION, IN A STEP MORE SUSTAINABLE AND MORE RESPONSIBLE . »

LAURENT MILCHIOR, CHAIRMAN ETAM GROUP



IN 2019, THE ETAM GROUP LAUNCHES THE
WE CARE PROGRAM

INNOVATE FOR SUSTAINABLE FASHION BY

REDUCING OUR ENVIRONMENTAL FOOTPRINT WITH NEW COLLECTIONS
MADE FROM ORGANIC COTTON, TENCEL AND RECYCLED POLYESTER
GIVING A SECOND LIFE TO OUR DEFECTIVE PRODUCTS WITH I:CO.

**HELP TO MAKE OUR PLANET
A BETTER PLACE FOR WOMEN BY**

COLLABORATING WITH NGOS SUCH AS
GYNÉCOLOGIE SANS FRONTIÈRES, UNWOMEN AND SOLIDARITÉ FEMMES
TO FIGHT AGAINST INJUSTICE AND DISCRIMINATION AGAINST WOMEN.

COMMIT TO ENGAGE.



A woman with long dark hair is shown from the waist up, wearing a bright yellow sleeveless top and a black skirt with long fringe. She is wearing long black lace gloves and holding a black object, possibly a microphone or a small bag, in her right hand. The background is a blurred indoor setting with warm lighting.

A GROWING MARKET

Etam

STATISTICS

IN 2016

THE GLOBAL WOMEN'S LINGERIE MARKET
GENERATED RETAIL TURNOVER OF **94 BN\$**
(UNDERWEAR AND NIGHTWEAR - EXCLUDING SWIMWEAR & LEGWEAR)

BY 2020

THE GLOBAL WOMEN'S LINGERIE MARKET
IS EXPECTED TO GROW OVER **100 BN\$**

IN THE NEXT 5 YEARS

THE GLOBAL LINGERIE MARKET IS
FORECASTED TO INCREASE BY **4.4% ANNUALLY**,
A GLOBAL INCREASE OF **23 BN\$**

FEW RETAILERS ARE ACTUALLY INTERNATIONAL
A STRONG OPPORTUNITY FOR ETAM

SOURCE : STATISTA 2019

OUR **NEXT** STEPS

BUILD ON THE FACT THAT WE ARE THE FRENCH FAVORITE BRAND
TO BECOME ONE OF THE
5 WORLDWIDE KEY PLAYERS
IN THE LINGERIE MARKET



MAXIMISE / STRENGTHEN

OUR PRESENCE THROUGH A MULTI-CHANNEL APPROACH ALIGNED
WITH THE CONSUMERS' NEW EXPECTATIONS



BUILD A GLOBAL, UNIQUE AND HIGHLY ATTRACTIVE MEANINGFUL BRAND THROUGH

SHARING OUR FRENCH WAY TO BE SEXY

AN INIMITABLE OFFER BASED ON 100 YEARS CORSETRY

KNOW HOW AND OUR FRENCH SENSE OF FASHION AND STYLE

A CONSISTENT AND HIGHLY ENGAGING MARKETING STRATEGY FOR ALL WOMEN

A UNIQUE STORE CONCEPT WHICH TRANSPORTS OUR CUSTOMERS
TO PARIS WITH EVERY VISIT



FASHION YOUR WAY

THE POWER TO BE SEXY WHEN YOU WANT TO BE
GIVING WOMEN THE POWER TO BE THEMSELVES
IS A FRENCH TRICK OF THE TRADE,
IT STARTS WITH YOUR LINGERIE, AND WITH ETAM.

ETAM EMPOWERING FRENCH LINGERIE

VIVE LA FRENCH LIBERTÉ !

ETAM HISTORY



1910

1970

1916

THE FIRST ETAM STORE OPENS IN BERLIN. IT SELLS SYNTHETIC STOCKINGS WELL APPRECIATED BY EMANCIPATING WOMEN.

1928

THE FIRST FRENCH BOUTIQUE OPENS IN PARIS 376, RUE SAINT-HONORÉ.

1963

ETAM LAUNCHES ITS FIRST READY-TO-WEAR COLLECTION.

1965

ETAM INVENTS THE CONCEPT OF AUTOMATIC RESTOCKING.

1964

COTTON IS APPEARING IN LINGERIE.

1970

ETAM INVENTS THE FIRST HANG-ON BRA.



1910-1970

ETAM HISTORY



1981

ETAM LAUNCHES
BOXED FOLDED PANTIES.

1994

THE GROUP IS DEVELOPING
WORLDWIDE AND STARTS IN
CHINA.



2008

THE BIGGEST EUROPEAN LINGERIE
SHOP OPENS ITS DOORS RUE DE
RENNES IN PARIS.



1970

1975

ETAM LAUNCHES JERSEY-MADE
NIGHTWEAR COLLECTIONS.



1985

ETAM CREATES THE
UNSEWN SHELL BRA.

2001

ETAM LAUNCHES
ITS ONLINE STORE.



2009

ETAM LAUNCHED
THE FIRST LIVESHOW.

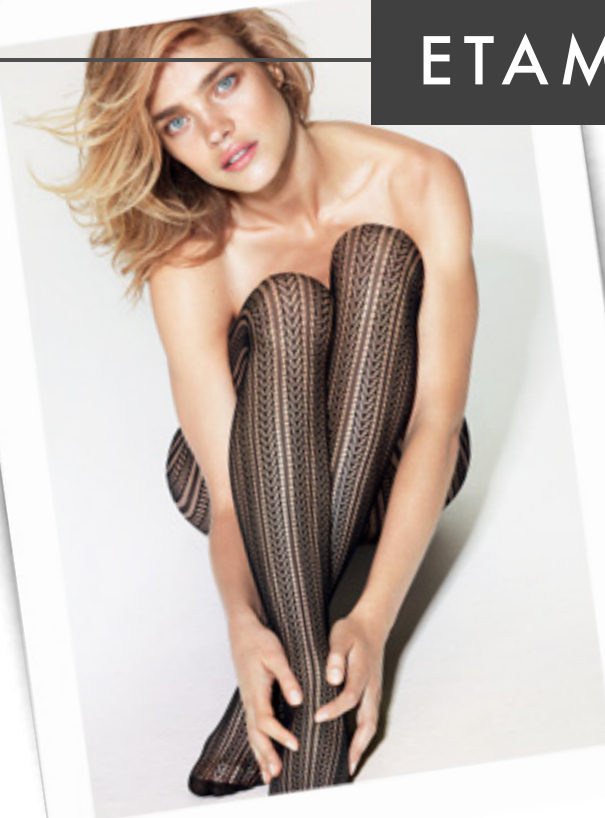
2010

1970-2000

ETAM HISTORY

2011

ETAM LAUNCHES THE PANTIES BOXES.



2013

ETAM EXPANDS ITS OFFER TO STOCKINGS AND TIGHTS.



2018

ETAM OPENED A 500M2 OF SEXINESS AND FASHION FLAGSHIP ON THE CHAMPS-ÉLYSÉES.

2010

2018

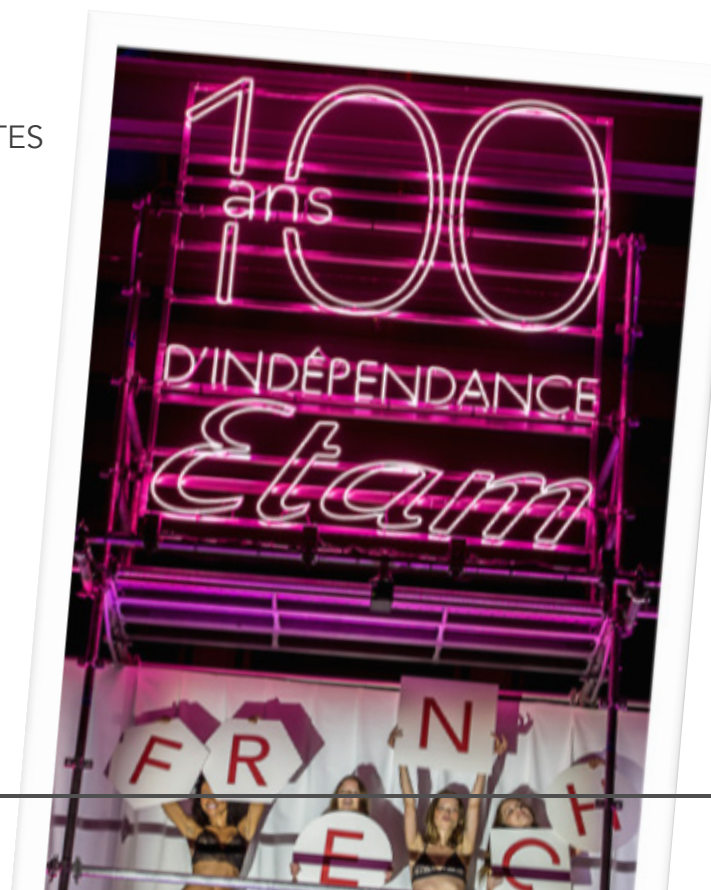
2012

ETAM LAUNCHES ITS NEW «SO CHIC» LINGERIE STORE CONCEPT. ITS NOVELTIES SUBLIMIZER AND PURE FIT REVOLUTIONIZE THE CORSETRY.



2016

ETAM CELEBRATES ITS 100 YEARS.



2010-2018

THE FRENCH LIBERTÉ

Etam