

AT ETAM, WE CARE !

LAUNCHED A FEW MONTHS AGO, THE **WECARE!** PROGRAM EPITOMIZES THE ETAM GROUP'S **AMBITION OF WORKING TOWARD SUSTAINABLE DEVELOPMENT**. EMPLOYEES ARE CONSCIOUS OF THE SCALE OF THE WORK TO BE DONE TO MEET THE INITIATIVE, YET FROM THE BEGINNING, THEY ARE ENTHUSIASTIC ABOUT THE DRIVE THAT FOCUSES ON CORE VALUES.

THE GROUP'S TRANSPARENCY AND HIGH STANDARDS
THROUGH RESPONSIBLE COMMUNICATION AND A DEMANDING POLICY REGARDING SUPPLIERS.

THE INNOVATION FOR SUSTAINABLE FASHION
MADE POSSIBLE NOT ONLY THROUGH THE CREATION OF ECO-RESPONSIBLE COLLECTIONS,
BUT ALSO BY TAKING A CLOSE LOOK AT THE BACKGROUND WORK
IT TAKES TO MANAGE THE ENTIRE PRODUCT LIFECYCLE.

THE DESIRE TO REVEAL THE POTENTIAL OF EACH INDIVIDUAL
BY MEANS OF A STRONG SOCIAL COMMITMENT AS WELL AS COLLECTIONS SUITABLE FOR ALL WOMEN.



IN LINE WITH THE WECARE! COMMITMENT, THE ETAM GROUP DECIDED TO JOIN **THE FASHION PACT** THIS PAST OCTOBER 24TH , A COLLECTIVE OF FASHION AND LUXURY COMPANIES THAT ARE COMMITTED TO SUSTAINABLE DEVELOPMENT GOALS DEEMED ESSENTIAL TO REVERSE CLIMATE CHANGE, BATTLE AGAINST THE LOSS OF BIODIVERSITY AND FIGHT AGAINST OCEAN POLLUTION.
BY 2025, THE BRAND IS COMMITTED TO ENSURING THAT 80% OF ITS COLLECTIONS ARE ECO-RESPONSIBLE.

WE CARE ABOUT THE PLANET, WE CARE ABOUT WOMEN !

IN CONCRETE TERMS, THE WECARE! PROGRAM, WITHIN THE ETAM BRAND,
IS BASED ON TWO MAJOR PILLARS: **WOMEN AND THE PLANET**;
A COLLECTIVE EFFORT DEAR TO THE BRAND'S EMPLOYEES.

THE SHARE OF WECARE! PRODUCTS INCREASED SIGNIFICANTLY
BETWEEN THE AUTUMN-WINTER 2019 AND SUMMER 2020 SEASONS,
GROWING **FROM 4% TO 16% ON THE TOTALITY OF OUR COLLECTIONS**.
THE BRAND, DELIGHTED WITH THIS ENCOURAGING FIRST RESULT,
IS AWARE OF THE PROGRESS TO BE MADE IN THE FUTURE.

CHÉRIE CHÉRIE.

SEXY AND COMMITTED, THE ECO-FRIENDLY LACE



IT'S NO COINCIDENCE THAT THIS LACE, WOVEN PRIMARILY FROM RECYCLED POLYAMIDE THREADS, IS CALLED **CHÉRIE CHÉRIE**. THIS EVOLUTION MARKS THE TEAM'S COMMITMENT AND WILLINGNESS TO PUSH THE LIMITS EVER FURTHER WITHOUT COMPROMISING ON THE FINAL PRODUCT, ALWAYS MAINTAINING A HIGH LEVEL OF QUALITY AND STYLE.

CHÉRIE CHÉRIE WILL BE AVAILABLE ON 18%
OF THE CORSETRY COLLECTION FOR THE SUMMER OF 2020.

THE LACE WAS WOVEN FROM RECYCLED POLYAMIDE YARNS, CERTIFIED GRS - GLOBAL RECYCLE STANDARD, AN INDEPENDENT INTERNATIONAL STANDARD - FROM PRODUCTION SCRAPS AND FISHING NETS.

WHAT IS THE IMPACT ON THE VALUE CHAIN? ON THE ONE HAND, CHOOSING THIS ECO-RESPONSIBLE PRODUCT ALLOWS FOR **A REDUCTION IN THE VOLUME OF WASTE** SENT TO LANDFILLS AND OCEANS. IT FURTHER SIGNIFIES THE NON-NECESSITY TO TAP INTO THE WORLD'S NON-RENEWABLE, OIL-DERIVED FOSSIL RESOURCES. ON THE OTHER HAND, **IT REDUCES CO2 EMISSIONS AND ENERGY CONSUMPTION**.

THE MANUFACTURING PROCESS IS ALSO SIMPLIFIED
SINCE THE RAW MATERIAL IS ALREADY POLYMERIZED.

CHÉRIE CHÉRIE LACE IS AVAILABLE IN 17 COLORS AND 7 DIFFERENT SHAPES AND SIZES, BRAS FROM CUP A TO F. LINGERIE WITHOUT COMPROMISE,
DESIGNED FOR ALL WOMEN.

COMMITTED 365 DAYS IN THE YEAR!

WHY DO WE HAVE TO WAIT FOR THE INTERNATIONAL
WOMEN'S RIGHT DAY?



THE SECOND PART OF THE WECARE! PROGRAM IS THE BRAND'S SOCIAL COMMITMENT TO WOMEN.
ON THE OCCASION OF INTERNATIONAL WOMEN'S RIGHTS DAY,
THE BRAND REITERATES ITS INDELIBLE PLEDGE TO WOMEN
AND SAYS LOUD AND CLEAR THAT IT WILL NOT CELEBRATE MARCH 8TH,
WOMEN'S RIGHTS AND FREEDOM SHOULD BE RESPECTED 365 DAYS OF THE YEAR.

2019 FLASHBACK

IN THIS CONTEXT ETAM CONCRETELY COMMUNICATED ITS SOLIDARITY ACTIONS
CARRIED OUT THROUGHOUT 2019 WITH ASSOCIATIONS THAT WORK IN SUPPORT OF WOMEN.
THANKS TO THE SOLIDARITÉ FEMMES, GYNÉCOLOGIE SANS FRONTIÈRES, AND TOUTES À L'ÉCOLE,
MORE THAN 30,000 WOMEN HAVE BENEFITED FROM THE SOLIDARITY ACTIONS
OF THE BRAND AND ITS CUSTOMERS.

2020 HERE WE COME !

BEYOND THE SOLIDARITY PARTNERSHIPS THAT WILL BE RENEWED NEXT SPRING,
THE BRAND IS LAUNCHING THE YES! COLLECTION.
IN AN UNPRECEDENTED PRODUCT DEVELOPMENT MOVE,
ITS FIRST COLLECTION WILL BE OF POST-MASTECTOMY BRAS.
FEMININE, TECHNICAL AND MODERN SETS IN A LINE
THAT ALLOWS WOMEN TO WEAR THE LINGERIE THEY LOVE MADE IN THEIR OWN IMAGE.

Etam