

yes!

THE POST-MASTECTOMY LINGERIE COLLECTION! THAT PUTS YOU IN THE MOOD

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Because Etam has given itself the mission of accompanying all women throughout their lives in the most beautiful moments, and the most difficult ones.

Because today, breast cancer affects on average 1 woman out of 8, within all generations. The brand launches yes!, its first post-mastectomy lingerie collection, as part of the committed **WeCare!** program.

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yes!

A STRONG AND POSITIVE MESSAGE

**yes! THAT'S THE NAME OF
THIS NEW
POST-MASTECTOMY
LINGERIE COLLECTION,**

but it's also a big cry from the heart in a positive and joyful state of mind. It's an immense, confident yes. A yes to free oneself from self-imposed limits, rules and mental barriers. A yes to being yourself. The 7 muses of the campaign took part in the interview process, sharing their history, their renewal, their relationship to lingerie, to feeling feminine after an operation... 7 journeys and 7 unique and positive statements.



Carole, Sabrina, Lydie, Anaïs, Angélique, Karine, Cindie,
7 inspiring muses with different backgrounds
remind us that there are many paths & that we can be
devoid of the symbol of our femininity
& feel beautiful and comfortable in our body

FIND ALL THE INTERVIEWS FROM JUNE 23RD ON [ETAM.COM](https://www.etam.com)

AND ON [INSTAGRAM@ETAM](https://www.instagram.com/etam).



Carole is wearing
SOMETIMES triangle in 90B and 36

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yes! It's my new mantra, now I really dare to do everything.

With the disease, I understood that it was important to feel like a woman, to feel beautiful for myself and not for others... It's not because you don't have any more hair, or you aren't wearing make-up, or you have one less breast that you're not pretty... Physical beauty is subjective so, you have to break the rules. You don't have to be beautiful, you have to feel beautiful. It's time to stop wanting to look like everyone else! I think it's important to stand up for and believe in ourselves.

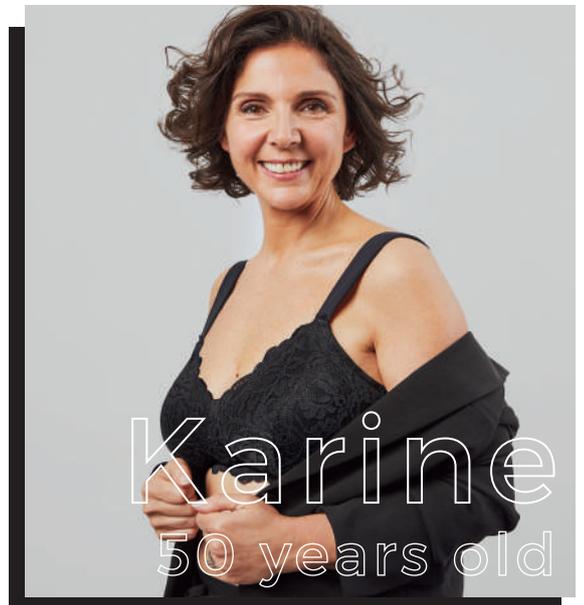
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yes! Is the beginning of a new life. The hope of finding oneself again, but changed for the better.

After the mastectomy, you have to purchase a new bra... It's complicated because there aren't that many choices out there... The first time you buy a prosthesis and a bra, you're really not thinking about feeling good. It's all business, a step toward rebuilding... Given the technical specificities of my lingerie, today, I am looking for comfort and how to adapt to my daily life, both professionally and as an athlete... I'm not really into very lacey, frilly lingerie, but I'm still looking for something feminine... I think that the yes! collection from Etam will make things a little glamorous.

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Karine is wearing SOMETIMES
in 90D and 40

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yes! It's about finally accepting my body !

It was important for me to talk about what post-cancer is all about. There is a lot of talk about cancer screening and treatment, which is great, but rarely about what happens after, about the many women who remain with asymmetrical or completely flat breasts. Many who don't get reconstructive surgery !... There are a 1,000 ways to be feminine, to be a woman, so be ;creative, be yourselves !

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Angélique is wearing
CHERIE CHERIE triangle in 85D and 38



Sabrina
38 years old

Sabrina is wearing
FREEDOM in size M

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yes! It's a big 'yes' to life, to rebirth !

Younger and younger women are getting breast cancer. We're under 40 and lingerie doesn't always fit. Existing brands aren't very fun either. We are super limited in our choices. Every time it's, we don't have this model, we don't have your size, we have to order it, it's only available online...I came to the realization that we're invisible!... If we don't get the reconstruction, today's lingerie penalizes us regarding our sense of femininity... We are not only subjected to a difficult phase of our lives, but we're also forgotten, it's a double sentence... Personally, I'm looking for lingerie that is sexy and feminine...Fun, sexy and affordable in fact! It's important to talk about cost too, not all women have 70€ to spend on a bra or 90€ for a swimsuit !

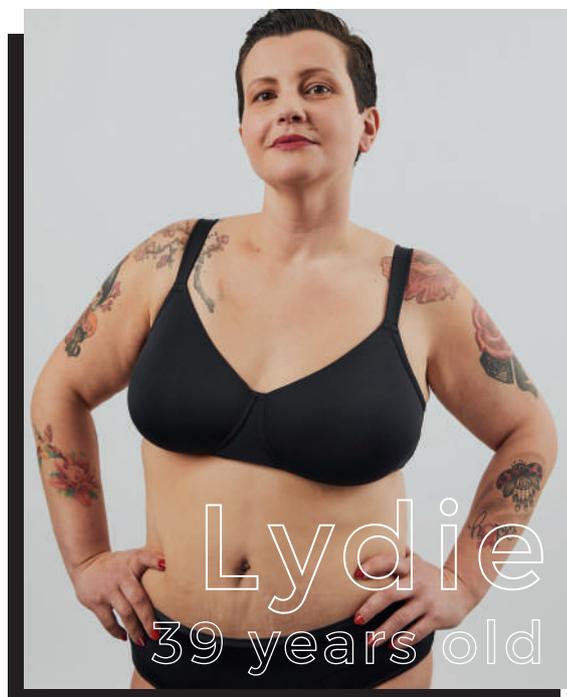
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The yes! was already the challenge of deciding to participate in this campaign!

I said to myself: "Why not me? Even with my curves, tattoos, and one less breast, the difference can be inspiring, let's give it a try!" After living through the disease, you want to be beautiful again... You can be beautiful without one, or even both breasts. When it's over, you have to learn to be yourself again... Being different also helps things move forward! Tattoos are a way to make your body your own... It's my way of expression. It's part of me and I'm going to own it to the end... Some people embody the "before", others celebrate the "after" like ladybugs, a diamond, an owl, the word "espoir" (hope) and a panther which remind me that I am present, that I am living again.

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Lydie
39 years old

Lydie is wearing
PURE TOUCH in 105 D and in 42

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My yes! is to continue to live like everyone else, to continue my activities, my work, my hobbies... and always with a smile !

We learn to rediscover our bodies, to take responsibility for ourselves. It's very personal work, but my social circle counts a lot too! I have been reassured repeatedly, whether by my boyfriend or family and friends... Today, I feel "natural" because I don't need a prosthesis. There is nothing "fake" about me and I feel good about that... I think I'm more feminine than before. In the past, I only had this "sporty" side... I didn't make too much of an effort, it was strictly sneakers and jeans... And today, the fact that I no longer have any breasts, I don't even think twice before wearing deep plunging necklines... Regarding femininity, I think you have to go for it. It's 2020 and anything is possible !

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Anaïs
24 years old

Anaïs is wearing
SOMETIMES in size S



Cindy is wearing
CHÉRIE CHÉRIE 90C and 38

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yes! means, let's go, let's keep going, anything can happen !

I already have a 7-year-old daughter. I was diagnosed with cancer when she was 1. So, there was no possibility of having a second child. But I never gave up because I was convinced that there would be a number two. Then it happened, 7 years later, of course ... " Marcus is a "miracle baby !»

"A lot of things came out of it for me on a positive note... I have tried to jump on the trampoline of life and fly as high as possible.

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yes!

**A COMFORTABLE & REFINED,
PRETTY, TAILORED & AFFORDABLE
COLLECTION DESIGNED AND
DEVELOPED WITH THE HELP OF
20 RELEVANT WOMEN AND OUR
EXPERT CORSETRY TEAMS,
Yes! IS THE COMBINATION OF THE
BRAND'S CENTURY-OLD
KNOW-HOW AND ITS SPIRIT OF
INNOVATION.**

The collection takes shape around a lingerie and swimsuit line. The bras are designed on the basis of 4 popular shapes with integrated pockets that can accommodate all types of prostheses. Organic cotton, eco-friendly microfiber and colorful floral laces, the materials are soft, comfortable and refined. The bras are designed without an underwire and are available in basque and scarf triangles and in bralets... The models are in line with our classic in-store collections, so you can find a boundless choice of matching bottoms. Chérie Chéri, Pure Touch, Sometimes and Freedom, created with eco-friendly laces and microfibers, make up our lingerie range; Vahine and Darla, the swimwear

MÊME cosmetics x ETAM

To accompany the launch of the yes! Etam has formed a partnership with MÊME cosmetics, the first dermo-cosmetic skincare brand dedicated to people affected by cancer. For the first thousand pieces of the yes! collection ordered on etam.com, MÊME offers a silicon nail polish as a gift*.

*Enriched with silicon and formulated with natural solvents, MÊME nail polishes are respectful of our health and strengthen nails weakened by chemotherapy. They also protect nails from UV rays, without chemical filters. All MÊME products are available in pharmacies and on www.memecosmetics.fr.

Available from 36 to 44 and from A to E cup - depending on the model.
The yes! collection will be on sale as of the month of...

Etam
#FRENCHLIBERTE