

Etam



Valentine's day

ALL YOU NEED IS (SELF) LOVE

This February 14th will be the holiday of self love. On the occasion of Valentine's Day, Etam celebrates Self-love, with a collection designed as a true declaration of love ... to yourself. Sit down for a moment and put yourself first, to feel beautiful and allow yourself a few moments of extravagance.

To love (oneself)

Precious lace and fishnets delicately play on transparencies, we offer ourselves irresistible lingerie to boost much more than our cleavage: our self-confidence.

Refined embroidery caresses the boundary between bra cup and skin. Triangles define curves and reveal themselves under a dressed blazer. Underwear on clothes takes its full meaning.

Cocooning has never been so refined : nestled in silky pajamas, the «me + me» tête-à-tête can finally begin.

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Délicatessence

Powdery shades are set on velvety silk and shiny satin. The very sensual color, red, plays the daring card on irresistible shapes and plunging bodysuits. The timeless and sophisticated colour, black appears on bustiers and corset-style bras.

Sexy, if I feel like it

Garter belts, corsets and bodysuits with asymmetrical lines, so many pieces of assumed sensuality to wear day and night. On the skin or with an oversized shirt, slipped into jeans or hidden under a negligee : lingerie becomes a territory of expression, to make a gorgeous statement.

A collection to discover now in stores and on [etam.com](https://www.etam.com).

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