



Etam

New Lace

SEXY & ECO-FRIENDLY.

Passionate about beautiful lace since 1916, decidedly future thinking. At Etam we are committed every day to fashion that is more sustainable and respectful. From new vegetable dyeing processes to low environmental impact thread: discover our latest lace innovations that blend sexiness with eco-responsibility.

*Plant-dyed lace collection:
Not available until after March 6, 2022
Communication in the media as of March 7, 2022.*

*Linen lace collection:
Not available until after April 17, 2022.
Communication in the media as of April 18, 2022.*

PLANT-DYED LACE

Floral and delicate openwork, this light and entirely eco-designed lace is inspired by our design archives.

It is available in a pastel colorama derived from an **innovative dyeing process** that impacts the environment less than traditional chemical dyes.

100% natural plant-based pigments extracted from nature such as roots, shells, leaves, flowers, fruits or even wood. A lace made of **50% recycled polyamide fibers**, manufactured in our factory that has earned the very demanding "Bluesign" certification.





LINEN LACE

An inexhaustible source of inspiration, lace is constantly being revisited by our creative team of designers. Done in partnership with our research and development center that is designing and implementing new manufacturing processes to meet environmental challenges. Already available in recycled cotton or polyester, our lingerie is now reinvented using **natural linen**.

Known for its **low environmental impact**, linen is an **organic material** with a multitude of benefits for the planet and skin. Produced from a **GMO-free flax crop** grown in France, Belgium and the Netherlands, certified European Linen promotes soil preservation and **does not require irrigation**.
Once woven, it comes to life on romantic bras and brings an air of lightness to summer lingerie.

Plant-dyed lace collection starting from €14.99, available in stores and on [etam.com](https://www.etam.com) as of March 7, 2022.

Linen lace collection starting at €18.99, available in stores and on [etam.com](https://www.etam.com) as of April 18, 2022.

