

Two peach-colored bras are hanging against a light, neutral background. The bras are made of a fine mesh material with a solid peach-colored band and straps. They are positioned diagonally, with one slightly behind the other, creating soft shadows on the surface below. The lighting is soft and even, highlighting the texture of the fabric.

WeCare Week 2022, Petit geste joli soutien, the second-hand corner by *Etam*

Lingerie leader in France for over a 100 years, recognized for its product innovations, the ETAM brand continues to innovate and goes further in its CSR commitments by offering revalorization solutions for used bras; an innovation in the lingerie sector!

PETIT GESTE JOLI SOUTIEN: FEEDBACK ON THE ACTION TAKEN

Too small, too big, left aside: it is clear that **bras are the dressing room products most forgotten by sorting.**

To respond to this problem and offer a second life to unworn bras, Etam is launching the "**Petit Geste Joli Soutien**" operation in March 2021: a sustainable and solidarity-based initiative as part of its WeCare program. The principle is simple: **519 collection terminals** deployed in the brand's stores, so customers can drop off bras they no longer use.

To encourage this approach and thank the commitment of its customers, Etam offers them a 10% discount to be used on their next purchase in return. After being **washed and sorted** through an exigent process according to their state in the **E. S.A.T* Les Ateliers de Jemmapes, bras in good condition are redistributed to associations** that accompany women in precarious situations, so that they can benefit from the necessary comfort and support.

**A support and work assistance establishment.*

Etam



we care!

DONNEZ UNE
SECONDE VIE À VOS
SOUTIENS-GORGE!

Déposez vos soutiens-gorge ici.
Ils seront triés et nettoyés
soigneusement, puis offerts
à des femmes qui en ont besoin!

Merci ♥



A SECOND-HAND CORNER DEDICATED TO BRAS

Difficult to recycle because of its components that ensure support and comfort, **bras are the great forgotten objects when it comes to revalorizing** in the textile industry. But the Etam brand, committed to sustainable and more responsible fashion, is concerned about the lifespan of its products and convinced that there is a circular solution to increase it.

This year, Etam wishes to continue its efforts by proposing a **new form of revalorization of all the bras collected: The Second-Hand Corner**. An unprecedented move whose objective is to democratize this still taboo subject. In the same way one would do with a t-shirt or a pair of shoes, France's first lingerie brand is convinced that all bras have the right to a second life, too.

After being sorted and washed, a selection of **bras in excellent condition will be sold at the single price of 10 € in the first Second-Hand Corner specially dedicated to this type of products**. Treasures abound among a **huge range of brands!** Always in the social and solidarity dimension, Etam will donate **all the profits to two associations that support women in precarious situations: the Lyonnaise association "XX", and the ADSF - Agir Pour la Santé Des Femmes**, an association that aims to improve the care and overall health status of women in situations of great exclusion.

AN ECO-RESPONSIBLE SCENOGRAPHY BY ETAM

The first Second-Hand Corner by Etam will be **inaugurated on June 3rd**, on the first floor of the **Lyon-République store**.

This space, entirely monochrome, has been conceived as a **real scenography fully integrating the values of Etam's project**. All its **decorative elements are made of recycled cardboard**. Hangers made of pressed wood, part of our Research & Development program, are currently being tested in the pilot phase.

On site, the sales teams will put all their expertise at the disposal of customers to guide them through this new experience. This way, everyone will be able to participate in this **social, circular and solidarity approach** at their own level.

A committed project where hygiene, quality, durability and desirability are the catchwords. Let's write the new story of your bras together!

