



*Etam*

## **WeCare Innovations**

Create the lingerie of tomorrow.

This is the mission Etam has set itself as part of the WeCare program for more sustainable fashion. Reduce our water consumption, and promote the recycling of textiles.

These issues are at the heart of our commitment.

And why our creative studio has developed, in close collaboration with research and development, two new innovations that herald a real turning point in the world of lingerie.

## ORIGINE

### THE FIRST 100% RECYCLABLE LINGERIE

Entirely made of natural linen and cotton fibers, **Origine** is the first 100% recyclable lingerie collection.

**0 synthetic material**  
**0 plastic**  
**0 chemical dyes**  
**100% recyclable**

A circular innovation that **saves water, CO2,** and is also **totally recyclable.**

Starting from the observation that bras are the great forgotten revalorization garment in the textile industry, especially because of the different elements needed to make them, our teams have designed this real **back to roots collection.**

**Made with no accessories:** no staples, elastics, rigid shells or underwires, these pieces offer a **feeling of lightness** and **perfect comfort.**

Bras and panties with tie fasteners, **shorts, tops and dresses** to wear all summer, day and night.

*Collection Origine, starting at 12,99€, available in white and taupe, to discover in a selection of stores and on [Etam.com](https://www.etam.com)*





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## DOPE DYE

### THE LOUNGEWEAR & ECO-RESPONSIBLE WARDROBE.

Because saving water is at the heart of our concerns, we constantly use new coloring techniques to drastically reduce our consumption.

Dope dye is the result of an **innovative waterless coloring process.**

During the design process, **color pigments, in powder form**, are directly inserted into the thread's **polymer molecules**. So, when it comes out, it is already colored and ready to use. It is therefore no longer necessary to dye the fabric once the garment has been made. Stabilized, the color does not fade and keeps its **sheen over time.**

**99.31%** reduction in chemicals

**65.16%** reduction in electricity

**99.74%** reduction in water use

**58,6%** of our carbon footprint reduced per kilo of tinted material.

**T-shirts, jogging pants, shorts and dresses**, this line is composed of **everyday essentials to chill out in comfort.**

A loungewear wardrobe that combines **comfort and eco-responsibility.**

*Dope Dye collection, starting at €19.99, available in medium and mottled grey, to be discovered in a selection of stores and on [Etam.com](https://www.etam.com)*