



Etam

**Corseterie expert
since 1916**

Driven by his unquenchable passion for beautiful lace, Etam has been revolutionizing lingerie since 1916. This fall, the brand reaffirms its lingerie know-how by unveiling new, exceptional collections.



Etam

EXCEPTIONAL LINGERIE

The new season marks the **return of iconic shapes like the push-up**, with a focus on precious materials. Signature floral and graphic laces, **French embroidery** with meticulous details: **truly exceptional lingerie** to enhance any neckline.

THE ART OF BONHEUR (HAPPINESS)

*Bonheur, this is the **contemporary reinterpretation of the push-up**. Precious and sensual, it is adorned with **embroideries made in the Potencier workshops**, an iconic French fashion house founded in 1883 located in northern France.*

Bonheur Collection to discover in stores and on [Etam.com](https://www.ETAM.com) as of July 26th, 2022.

**EXPERT LINGERIE:
A TAILOR-MADE SERVICE**

Because 80% of women don't know their exact bra size, Etam offers a **free and personalized in-store service.**

Armed with their measuring tapes, our experts **determine your bra size and the shapes to enhance your neckline.**

*A free service, available in all Etam stores.
For all our models and materials,
go to the bra guide on [Etam.com](https://www.etam.com). + QR CODE.*

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