

*Etam*

## Denim for fall

The wardrobe essential is back to prepare for fall.  
On the schedule: a completely redesigned full-denim  
wardrobe created from Jeanologia-labelled fabrics.







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## THE DENIM BAR

Streetwear, classic chic or bohemian: welcome to our **denim bar**. Perfectly **tailored jackets and pants** to reinvent season after season.

**7 iconic jeans shapes to discover.** From the straight-cut to mom, in bleached or natural: finding the perfect denim has never been easier.

## JEANOLOGIA LABEL

As part of our **WeCare Program**, we implement daily actions to reduce our environmental impact.

Our denim fabrics benefit from "**Jeanologia**" innovation, an **eco-efficient production model** that guarantees a reduction in water and energy\*.

*\*reduces water consumption by up to 90% and energy consumption by 40%.*

*To find out more: <https://www.jeanologia.com/eim/>*

*Denim collection to discover in stores and on [Etam.com](https://www.etam.com) as of September 23rd, 2022.*