

Etam

**Flexibra, the sexy
comfort.**

THE FALL MUST-HAVE INNOVATION.

Etam, a Lingerie expert, reinvents iconic bra shapes by infusing them with technology and innovation. Discover Flexibra, the revolutionary and sophisticated lace lingerie with a soft underwire that combines sexiness and comfort.





Pushing the limits of comfort while reinventing support: **Flexibra revolutionizes lingerie with a flexible underwire that adapts to all curves.**

Goodbye to metal wires that compress and mark the skin. Lighter and more flexible, Flexibras offer excellent **freedom of movement, while never failing to provide support.**

TECHNICAL & SOPHISTIC LACE

Behind this floral, feminine and sensual lace lies a **real technical innovation**. Made from **J Fiber™**, Flexibra lace has a high-level of elasticity. Stretchy and durable, it offers perfect chest support and allows a **structure-free and unlined construction, including for large cups. An ultra-sexy transparent effect, from A to E.**

- J FIBER™ -

A fiber made from a nickel-titanium alloy coated with nylon, popular in gym changing rooms for its comfort.

3 bra shapes to discover: **bandeau, scoop neck and push-up**, to coordinate with **matching shorties, panties and strings.**

Available in 3 colors: navy, brick and black.

Discover Flexibra as of September 6th, 2022.

Media Embargo. No communication in the media until September 6th, 2022.