



*Etam*

# MY SPORTY

TECHNICAL BRIEFS DESIGNED FOR SPORT.

Whether you are experienced or a beginner, a yogini or a runner: Etam has created "My Sporty", the ideal sports briefs for everyone. Their innovative, ultra-technical fabric guarantees **comfort, breathability and invisibility**. Your sessions have never been so effective!

## RESEARCH & INNOVATION

As the result of extensive research and **real technical innovation**, **My Sporty briefs meet all the needs expressed** by our sports community.

Discreet and comfortable, they allow you to **stay dry during exercise**, while offering **great freedom of movement**.

### TOTAL INVISIBILITY

**Seamless finishes, for perfect invisibility under your clothing.** Say goodbye to marks under tight-fitting shorts or leggings. Absolute discretion!

### INNOVATIVE MATERIAL

My Sporty briefs are designed in a **breathable, quick-dry, antibacterial** fabric. For total control of perspiration, whatever the intensity of your efforts!

### OPTIMAL COMFORT

The shifted seams make movements on the ground fluid and help **avoid any unpleasant friction**. High waisted, they go up over your stomach and back to give you **good support and a sculpting effect**.

### FREEDOM OF MOVEMENT

**They shape your figure thanks to their second-skin effect.** The non-slip strips and a flexible structure **free your movements**, whatever sport you're doing!





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Sports briefs that revolutionise your sessions, so that **effort is synonymous with comfort**. Ready for training?

*My Sporty briefs, available in briefs and thongs, in black, copper or powder pink, discover them in Etam stores and at [Etam.com](https://www.etam.com) from €12.99 / 59.90 PLN (Poland) / 1199 RUB (Russia).*

#### **LAURY THILLEMAN**

Businesswoman, author of her own wellness methods and an accomplished sportswoman, Laury is always full of energy.

Embodying Etam's sporty image for two years now, the co-creator of the "Feel Good Feel Free" range last spring is back with the brand for a second round this autumn. Ambassador of My Sporty panties, she unveils her athletic daily life in a punchy video campaign released in October.

*Media embargo.*

*Communication in the media from 03/10/22.*