



Etam
Flower
LOVE

This February 14th is a celebration of Love with a capital L. Be it passionate, sensual, erotic or platonic, Love is an emotion with its own variations, rules and language. This Valentine's Day, Etam turned on the flower power to celebrate this special day. Flower Love!



Flower love

RED&PINK

The flower, symbol of love par excellence, is this lingerie collection's guest of honor. Lace blossoms in fiery colors, push-ups and bustiers designed for romance... Sensuous lingerie in vigorous pink and red tones to kindle seduction. Let this Flower Love declaration carry you away and reignite the first days of passion.

Sexy Valentine's Day

BACK TO BLACK

Don't overlook the sexy must-haves, timeless pieces that enhance curves. Garter belts, openwork lace bodysuits, satin negligees and sensual babydolls: all glamorous assets to boost your sexiness and dominate the seduction game.

ETAM x M.A.C COSMETICS

An outbreak of petals on cheekbones and a bouquet of passionate shades on lips. For a perfect and flowery makeup on February 14th, Etam joins forces with M.A.C Cosmetics to provide the sublime make-up of the 2023 Valentine's Day campaign, with their brand new Locked Kiss lipstick.

*Collection available as of January 17, 2023
in Etam stores and on Etam.com.*

