

# Etam

# Push (Up) YOUR SELF

## COSY WIRELESS INNOVATION

An optical illusion or a technical feat? Our lingerie experts have designed Cosy Wireless, a revolutionary bra that offers perfect support and shape without the constraints of traditional bra architecture.

### PUSH UP EFFECT, WIRELESS

Lingerie is reinventing itself. Say goodbye to uncomfortable underwires that leave an impression on the skin. Etam presents Cosy Wireless, a brand-new bra collection made with innovative technology that gently cradles the chest in a wire-free cup lined with ultra-comfortable foam. The result? An enhanced neckline, guaranteed 100% cosy.

### PUSH (UP) YOURSELF

To combine comfort and sexiness, the Cosy Wireless collection unveils a delicately transparent floral lace made of eco-responsible WeCare fibres. In pastel pink or intense black, the line consists of a plunging push-up n°2, an up-lifting slim cup n°5 or a classic wireless demi-cup, to be mixed with coordinated shorties, hipsters or tangas, according to your desires.

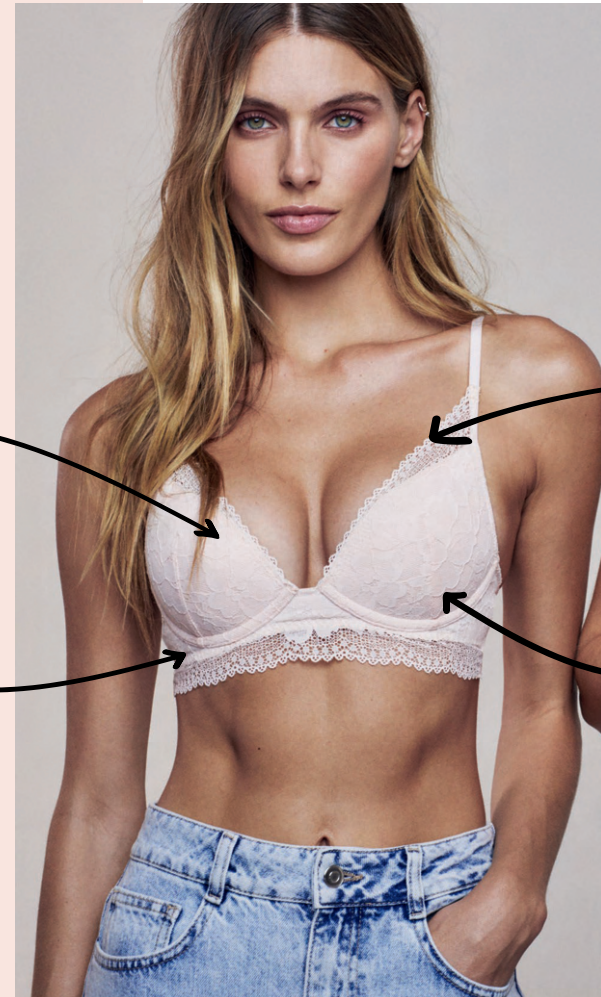
Cosy Wireless bra 35.99 €, Cosy Wireless stockings, starting at 14.99 € to discover as of February 9, 2023 in stores and on [Etam.com](https://www.etam.com).

BOOSTED VOLUME

ULTRA-COMFORTABLE

SEXY LACE

SUPPORTED  
AND ENHANCED  
CHEST



**Push Up effect, without an underwire.**