

LUCKY NUMBERS PRESS RELEASE



Etam

My lucky number

**8 SHAPES - 8 NECKLINES - 8 NUMBERS.
WHAT WILL BE YOUR LUCKY NUMBER?**

There are the undecided who change their minds regularly.
The loyal, who have one in every color!
And the smart ones who adapt according to their style.
For every woman, Etam simplifies their daily lives by
classifying its bras by number.
Each one effects the neckline differently.



Our lingerie experts have studied the bra from every angle, to offer 8 iconic shapes to all women and all necklines.

From the classic balconnet to the sensual push-up and the ultra-light triangle, Etam's signature underwear is embodied through **«lucky numbers»**, guarantees of the century-old lingerie-maker's expertise. Plunge, pigeonhole, natural: each number promises the same cut, the same shape, the same effect on the neckline, regardless of the number chosen. A well-established numerology that promises support, comfort and style.

And you, what will your lucky number be?

ETAM X THEA JEWELRY

To highlight the different types of necklines, Etam called on **Belgian designer Emilie Duchêne**, who posed for the brand in 2022 for the *Femme Culottée** action.

She created custom-made jewelry for the occasion that represented each of the lingerie-maker's 8 numbers.

Necklaces, rings, bracelets and pendants, brilliantly staged in a black and white photo campaign embodying each bra shape.

**Cheeky Women: 52 inspiring women, 52 portraits sold to raise funds for the Solidarités Femme association in 2022.*

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N°2 - PLUNGE PUSH-UP BRA
Added volume, plunge neckline
Success (Wecare)

N°3 - PUSH-UP CONTOUR BRALETTE
Added volume, V-neckline
Artiste

N°4 - LIGHTLY LINED DEMI BRA
Natural shape, rounded neckline
Pure Fit (Wecare)

N°5 - LIGHTLY LINED PLUNGE BRA
Natural shape, plunge neckline
Panama

N°6 - LIGHTLY LINED LACE CONTOUR BRA
Natural shape, V-neckline
Artiste

N°7 - UNLINED LACE CONTOUR BRA
Natural shape, V-neckline
Panama

N°8 - TRIANGLE BRALETTE
Natural effect, support under the breast
Success (Wecare)

N°9 - BALCONETTE BRA
Up-lifted bust
Amarillys

