

Etam

LINGERIE LOOKBOOK
SPRING - SUMMER 23
ETAM.COM



LOOK 1
Somptueuse Bodysuit

EDITO

This season, Etam is putting its lingerie know-how in the spotlight more than ever, with a collection designed as a true declaration of love for feminine curves. Between product innovations and precious embroideries, our creative studio enters a new era, where comfort goes hand-in-hand with sensuality. Finding your favorite bra and enhancing your neckline has never been easier. With spring approaching, Etam is injecting a shot of color into its floral laces by envisioning only red and pink this Valentine's Day. Pigeon-holed balconnets and sexy bodysuits eventually give way to neon colors to enter summer in style.



LOOK 2
Bonheur Bra

A full-page photograph of a woman with long brown hair, wearing a black lace bodysuit with a deep V-neckline and thin straps. She is leaning against a vertical wooden plank wall, looking slightly upwards and to the side. The lighting is warm and directional, coming from the left, casting soft shadows. In the background, a white wall and a green plant are visible.

FROM HAUTE-COUTURE LINGERIE CREATIONS TO HEIGHTENED SENSUALITY.
BETWEEN TRANSPARENT NETTING, PRECIOUS SILK AND WORKED LACE FROM THE GREATEST
HOUSES, CURVES ARE DELICATELY HIGHLIGHTED, AND THE SILHOUETTES, STUNNING.
MODERN YET SEXY, DISCOVER THE PRIVATE COLLECTION THAT REINVENTS LINGERIE RULES.

Private

LOOK 3

Dentelle & me Bodysuit



LOOK 4
Dentelle & Me Set



LOOK 5
Midnight Set



LOOK 6
Narcisse Set

wecare!



THE Menstrual Panty

LET'S CHANGE THE RULES

FIRST LAUNCHED IN SEPTEMBER 2021, ETAM MENSTRUAL PANTIES HAVE ALREADY IMPROVED THE DAILY LIVES OF THOUSANDS OF WOMEN. THIS SEASON, DISCOVER A NOVEL COLLECTION WITH SPARKLING NEW COLORS, TANGY, WHIMSICAL PRINTS AND NEW ULTRA-SEXY SHAPES, TO BE FRESH AND FEMININE, EVEN DURING PERIODS.



LOOK 8
Aya Panties

wecare!



LOOK 9
Success Tanga



LOOK 10
Aya Panties

wecare!

SYMBOL OF LOVE PAR EXCELLENCE,
THE FLOWER IS THIS LINGERIE'S
COLLECTION GUEST OF HONOR. FLORAL
LACES IN FIERY COLOURS, BALCONNETS
AND BUSTIERS SCULPTED WITH ROMANCE...
IT IS SENSUOUS LINGERIE THAT LAUNCHES
THE BEGINNINGS OF SEDUCTION WHERE
PINK AND RED RADIATE THEIR ENERGIZING
PIGMENTS. LET YOURSELF BE CARRIED
AWAY BY THE LOVE STATEMENT OF THIS
BEAUTIFUL FLOWER AND PICK LOVE AS ON
THE FIRST DAY.

Flower LOVE

LOOK 11
Somptueuse Set



LOOK 12
Parure Bodysuit



LOOK 13
Ombrelle Set



LOOK 14
Sky Set

wecare!



LOOK 15
Déshabillé Robe



LOOK 16
Somptueuse Bra



NÉON AND *Lights*

THIS SEASON, LET THE BRIGHT COLORS OF YOUR PRETTY UNDERWEAR SHOW. CANDY YELLOW ON THE RAVISHING SENTEUR EMBROIDERY OR CANDY PINK ON. THE SUBLIME ICON LACE: THE NEON COLORAMA IS A VITAMIN SHOT AND A GLIMPSE OF THE FIRST SUNNY DAYS TO COME AS WE WAIT FOR SUMMER!

LOOK 17

Senteur Bra - Joy Pyjamas



LOOK 18
Sublime Set

wecare!



LOOK 19

Senteur Bra - Joy Pyjamas



LOOK 20

Senteur Bra - Joy Pyjamas

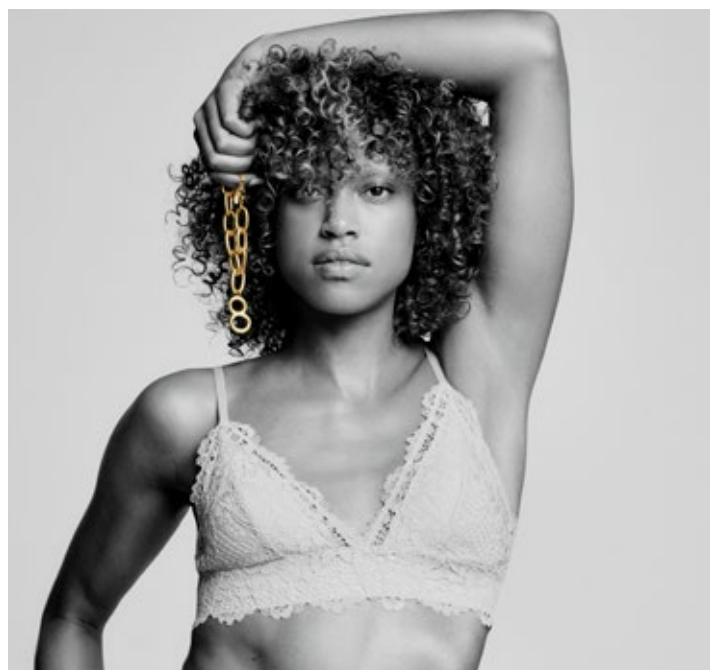
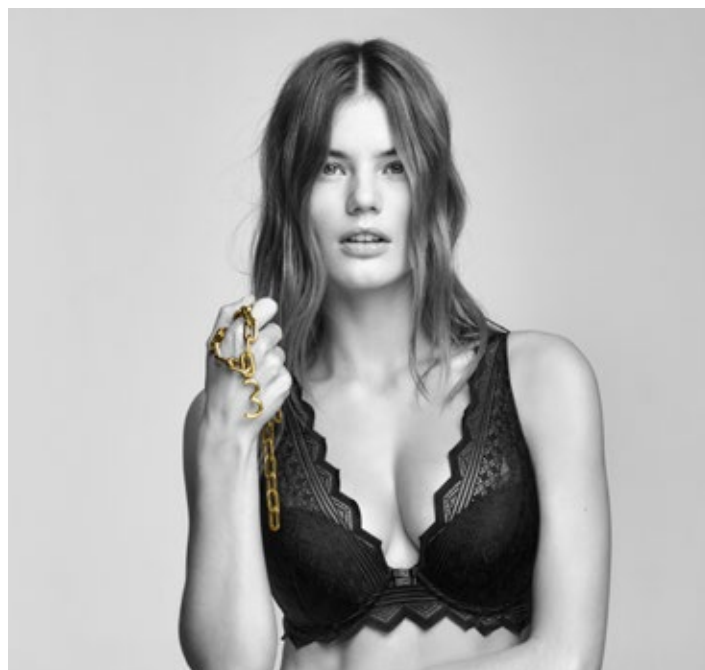
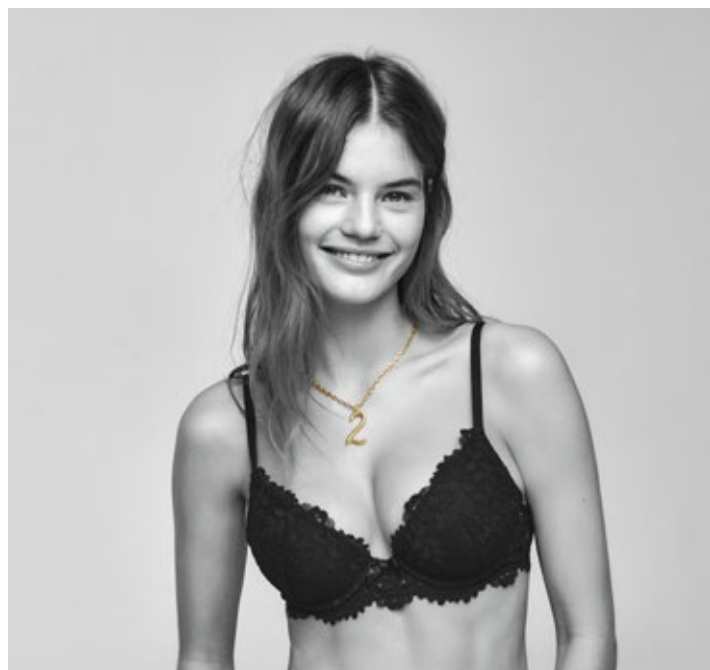
My lucky number

AND YOU, WHAT'S YOUR LUCKY NUMBER?

IT'S NOT ONLY LUCKY, IT ALSO SAYS A LOT
ABOUT YOUR PERSONALITY.

THIS SEASON, ETAM HELPS YOU FIND THE
PERFECT BRA, AMONG OUR LUCKY NUMBERS.
WHETHER YOU PREFER A PLUNGING PUSH-UP
BRA TO BOOST YOUR CLEAVAGE, A SCARF FOR
AN OVERFLOWING BUST, OR A FINE CUP FOR A
SHAPELY BUST WITH A ROUNDED NECKLINE?
VISIT ETAM TO SPIN THE WHEEL OF FORTUNE
AND DISCOVER THE NUMBER THAT WILL
ACCENTUATE YOUR CURVES.







LOOK 21
Success Bra

wecare!

Nº 3



LOOK 22
Artiste Bra

4
N°



LOOK 24
Panama Bra



LOOK 25
Artiste Bra



LOOK 26
Panama Bra



LOOK 27
Success Bra

wecare!

Nº 9

LOOK 28
Amaryllis Bra

Push (Up)

YOUR
SELF

THE PUSH-UP EFFECT BRA, WITHOUT THE UNDEWIRE. AN OPTICAL ILLUSION OR A TECHNICAL FEAT, OUR LINGERIE EXPERTS HAVE DESIGNED THIS PRODUCT TO OFFER PERFECT SUPPORT AND SHAPE, WITHOUT THE CONSTRAINTS OF TRADITIONAL ARCHITECTURE. SEXYNESS AND COMFORT GUARANTEED.



BOOSTED
VOLUME

SEXY
LACE

CHEST
SUPPORTED
AND ENHANCED

ULTRA
COMFORT



LOOK 29
Cosy Wireless Bra

BUCOLIC

ON THE EVE OF SUMMER, LACES IS BLOOMING AND THE COLORS ARE SPRING-LIKE. THE ETAM COLLECTION IS BURSTING WITH A VIBRANT ARRAY OF GREENS. CRACK FOR THE AMARYLLIS BALCONNET, FETISH OF THE SEASON. OR GIVE INTO THE TIMELESS TRIANGLE, SUCCESS N°8.





LOOK 31
Success Set

wecare!



INVISIBLE LINGERIE

SEAMLESS STOCKINGS, A ONE SIZE FITS ALL BRASSIERE, BANDEAUS AND FINE CUP BRAS WITH OR WITHOUT AN UNDERWIRE, DISCOVER THE INVISIBLES: AN ETAM LINGERIE COLLECTION DESIGNED AS A REAL SECOND SKIN, ULTRA-COMFORTABLE AND TOTALLY INVISIBLE, EVEN UNDER THE SHEEREST SUMMER CLOTHES.

LOOK 32

(LEFT) Pure Fit Set
(MIDDLE) Pure Fit Set
(RIGHT) Pure Fit Set

wecare!



LOOK 33
Pure Fit Set

wecare!



LOOK 34
Pure Fit Tanga

 **wecare!**



LOOK 35

(LEFT) Pure Fit Midi Panty
(RIGHT) Pure Fit Midi Panty

wecare!



WEDDING TIME

ENGLISH EMBROIDERY AND DELICATE LACES ARE FOUND ON CUPS AND BALCONNETS. SENSUAL AND REFINED LINGERIE TO SAY YES!



LOOK 37
Mimosa Set

wecare!



LOOK 38
Josephine Panties



LOOK 39
Joyfull Set

Etam

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