

A photograph of three models standing side-by-side against a plain, light-colored background. The model on the left is a Black woman with her hair pulled back, wearing a dark navy blue or black bra and matching underwear. The model in the center is a woman with voluminous, dark curly hair, wearing a light peach or nude-colored bra and matching underwear. The model on the right is a woman with long, dark hair, wearing a white bra and matching underwear. All three models are looking towards the camera with neutral expressions. The lighting is soft and even, highlighting the smooth texture of the lingerie.

Etam

THE INVISIBLES

Just in time for the better weather, Etam unveils a collection of invisible lingerie and well thought out accessories to slip under a tight dress, a backless halter top or white pants. Exit the unsightly seams that show under clothes or visible straps on a pretty bustier. The lingerie is subtly concealed in a multitude of shade options, enhancing curves on the way, thanks to ultra-comfortable sculpting materials.



SKIN TONES

Laser cut and a seamless finish, **the Pure Fit collection reveals itself as a true second skin.** Feel-good pieces that give the impression of wearing nothing. White, ecru, beige, taupe, bronze or chocolate, the tone-on-tone colorama blends into the skin and flatters all shades. In the red version, we slip it under white: the unstoppable invisibility trick!

Pure Fit, available in a multitude of shapes, for all desires and silhouettes, from €7.99.



SHAPEWEAR

Invisibility means enhanced shape. **The Shapewear collection is crafted in a sculpting material that smooths the shape and offers perfect support.**

Strappy jumpsuits, flat-tummy effect panties, control shorts or bodysuits, curves are mastered for a shapely silhouette so you can dare the most audacious outfits.

Shapewear collection from €19.99.



SUREFIRE TIPS

Sophisticated cut-outs, plunging backless or scoop necklines? Discover the essential accessories of the lingerie wardrobe.

Nipple covers, removable straps, slips or self-adhesive cups: so many tips inspired by red carpets, for always more invisibility.

Accessories from €4.99.