



Etam

we care! **SWIMWEAR**

OUR COLLECTIONS ARE 100% MADE FROM RECYCLED MATERIAL

As summer looms, Etam presents its new **100% eco-designed, transparent and circular** swimwear collection; an initiative launched as part of the **WeCare** program, for a more responsible fashion.

The favorite lingerie brand of French women reiterates its desire to project its sustainable commitments at the center of its vision by using primarily recycled fibers to design ultra-fashionable swimwear.

**Excluding Liberty collection and Influence bath capsules*

A WAVE OF ECO-DESIGNED SWIMSUITS

The Etam design studio, always at the forefront of innovation and style, is creating this season's swimsuit collections with bold cuts and vibrant colors.

One-piece with sexy cut-outs, two-pieces with sophisticated ties, sculpting or one size, swimsuits for all women and every summer desire. What do they have in common? They are made from certified recycled materials.



100% TRANSPARENT

Etam publishes an exhaustive list of its partner factories. A QR code on each swimsuit provides key information and a video of the garment factory.

100% CIRCULAR

A new life for our swimwear

Etam extends its "Petit Geste Joli Soutien» operation, reserved up to know, for bras only.

The concept? The customer deposits the swimsuits they no longer use in the in-store collection stations, in order to offer them a second life, or an appropriate end of life.

A sustainable and solidarity-based initiative: **WeCare for the planet, WeCare for women!**

100% ECO-DESIGNED

To design of these swimwear collections, Etam favored only **recycled materials, with a double goal**, to reduce energy consumption and CO2 emissions and avoid the use of non-renewable resources.

RECYCLED POLYAMIDE

83% of the collections are made from a **GRS or RCS-certified recycled polyamide** thanks to a **manufacturing process where plastic waste, such as used fishing nets, is sorted and recycled**, and/or textile production scraps are reused to create new fibers with less impact on the planet.

RECYCLED POLYESTER

The remaining **17%** of the collections are made from **recycled polyester**.

This innovative fiber follows a **demanding transformation protocol**. Water bottles recovered from the seas and oceans are carefully sorted before being processed and recycled. **The result is a flexible, durable and new fiber, ready to be used and reused.**



DATASHEET

ECO-DESIGNED COLLECTION

Reducing environmental impacts has been introduced from the product design phase. An Etam WeCare product has reduced its carbon footprint by an average of 15% compared to a conventional product. Excluding collaboration capsules.

TRANSPARENT COLLECTION

Etam publishes an exhaustive list of its partner factories. A QR code on each product provides key information and a video of the garment factory.

CIRCULAR COLLECTION

Etam collects used bras and swimwear to give them a second life or an appropriate end of life through its "Petit Geste Joli Support" project.

For more information:

https://www.etam.com/LP_we_care_2022_gen.html

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