

A photograph of two women on a tennis court. The woman on the left is wearing a white tank top and is partially visible. The woman on the right is wearing a bright pink sports bra and is smiling broadly at the camera. The background shows a tennis court and some buildings under a clear blue sky.

Etam

OFFICIAL PARTNER OF
**CAROLINE
GARCIA**

A SPORTSWOMAN JOINS TEAM ETAM

In the run-up to the legendary Roland Garros tennis tournament, Etam and Caroline Garcia, ranked the 4th women's player in the world and new brand ambassador, are betting on a collection of technical and feminine sports lingerie created in her image.



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THE SPORT COLLABORATION OF THE SEASON

Beginner or confirmed, weekend warrior or everyday athlete, the sport bra is the essential piece of your sports wardrobe. Caroline Garcia put her experience as an elite athlete at the service of our style teams to create a universal line of bras that adapt to your sport, and especially your desires.

Caroline was involved with the choice of materials, shapes and wear tests, every step of this line's creation process to offer choices and different levels of support for every neckline.

A few exclusive pieces complete Caroline's ideal array like seamless thongs and shapewear in shorts or leggings that offer excellent freedom of movement. Special mention goes to the My Sporty panties that are invisible, antibacterial and quick drying, made with a technical innovation and level of comfort that revolutionizes sports lingerie.

THE SPORTS AGENDA

To officially launch this line, in the presence of its ambassador, Etam hits the clay and invites you to join us:

- May 22nd at the Lagadère Paris Racing Club.

On the agenda, a press conference followed by lunch in one of the capital's most beautiful sport facilities in the heart of the Bois de Boulogne to discover the premiere of the Etam x Caroline Garcia collection. The highlight of the event? A friendly hit and giggle on the court to try to score against the tennis champion!

- June 1st and 2nd at the Roland Garros Stadium

In the heart of the French Open, the press, influencers and friends of the brand are invited to attend and support Caroline Garcia, the face of French tennis, on the Philippe Chatrier court in her quest to win a first Grand Slam.

Products availability

From May 23rd to June 5th in 110 stores of the Etam network and etam.com.

Find an exclusive line of the Etam x Caroline Garcia bras starting at 35,99€. Available in 3 colors. Etam Sport Collection starting at €12.99.

SPOTLIGHT ON CAROLINE GARCIA

Since the announcement of this exclusive partnership, everyone at Etam has been vibrating to the rhythm of the champion's matches. 4th in the women's world ranking and a recent finalist in the 6th Sense Open in Lyon and the Monterrey Open, Caroline Garcia is already focusing on the Porsche Tennis Grand Prix of Stuttgart and the Mutua Madrid Open in April. Both are highly anticipated competitions before the sportswoman's arrival on home soil and Roland Garros, starting on May 28th.

It is the perfect opportunity for the Frenchwoman to wear the Etam logo with pride on the clay of the most popular tournament on the circuit.

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