



Etam

SUMMER CAPSULES

Summer will be sunny! Etam gives carte blanche to its influencer friends to create the swimsuits that will follow you in all your summer adventures.

This season, it's Léa Elui, Lison Sebellin and Anne-Sophie Godet - aka L'Armoire de Soso - who lend themselves to the co-creation game through three capsule collections inspired by their universes. Hot collaborations that are already a hit and make you want to escape to the beach.



Etam × LÉA ELUI

RETRO COACHELLA INSPIRATION

Léa Elui, the first of the Etam summer tribe to reveal her summer wardrobe, created a Bohemian and sexy-inspired collection.

To conquer the coolest summer festivals, the Parisian unveils a trio of retro bikinis. Polka dots, mixed fabrics and bourdon finishes, her must-haves are matched with a selection of pin-up style beachwear accessories. Direction Coachella, with the macramé bag and polka dot sarong, a nod to the capsule's flagship bikini.

To make a splash, slip into her asymmetrical one-piece swimsuit made of spectacular material. It's a timeless piece, a touch vintage, whose shoulder ring reminds us of Jane Birkin's cult swimsuit in the movie, *La Piscine*.

Etam x Léa Elui capsule collection starting at 19€.

Etam x **Lison**
SEBELLIN

HER MANTRA

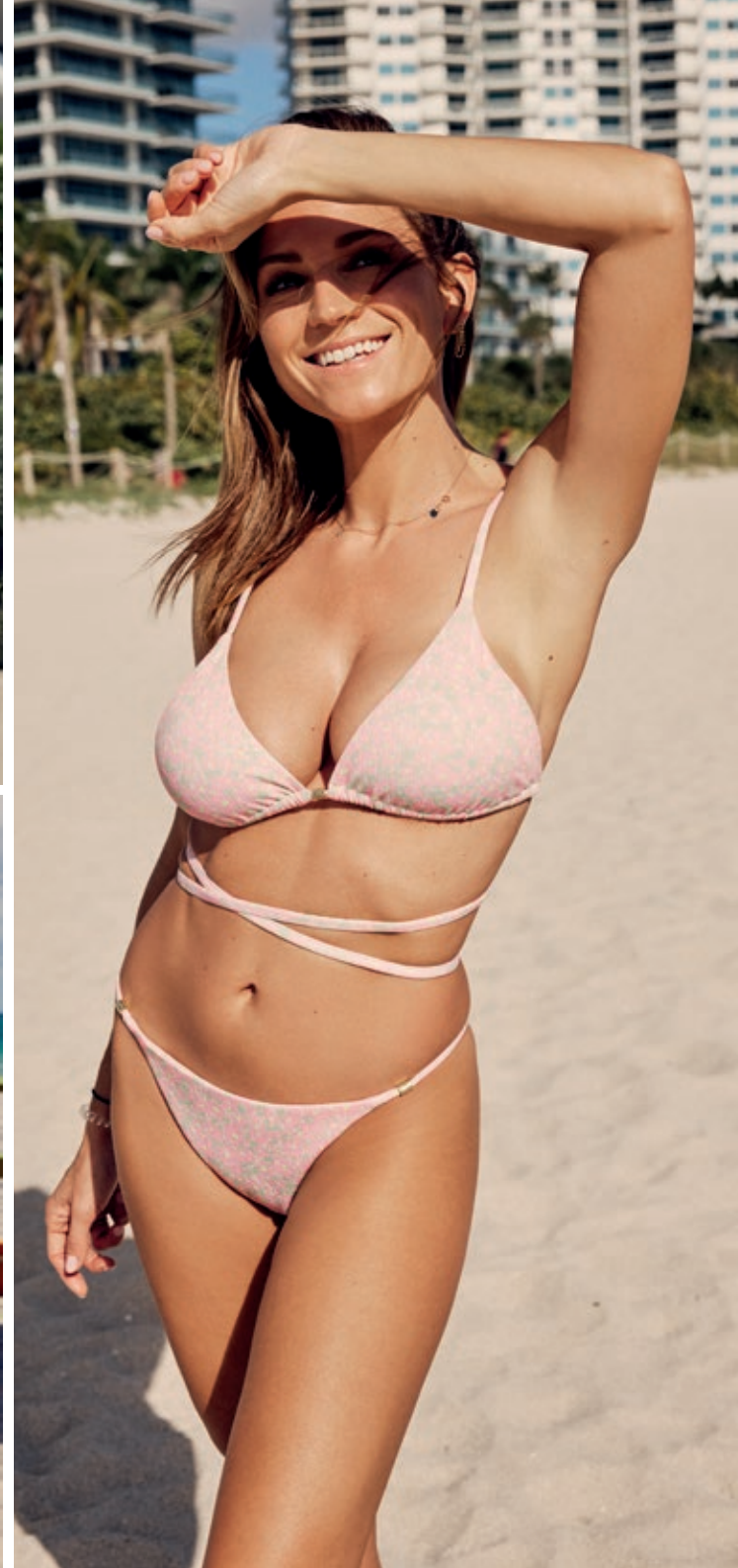
"BLUE IS MY HAPPY COLOR"

There is a glorious love story between Lison Sebellin and Etam. After a successful collaboration last summer, the emblematic southerner returns with a chic and sober capsule collection in her image. The result is three bikinis with bold shapes and delicate satin drapes. These sophisticated pieces are complemented by a one-piece swimsuit with an embossed effect, accessorized with a scarf in the hair to enjoy the Mediterranean sun all summer. The final piece of this collection, a boyish cap, Lison's favorite accessory, to give your summer a stylish twist!

Etam x Lison Sebellin capsule collection starting at 15€.

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Etam x *L'Armoire de Soso*

THE PREPPY SUMMER INSPIRATION

Anne-Sophie completes Etam's Frenchy cast with a preppy swimwear capsule collection. Discover three low cut swimsuits in powdery colors to die for in her summer suitcase. Head to the beach with these girly ensembles in absorbent terrycloth or a slightly crepe floral print. The capsule's most desirable statement piece, a soft green, bare-back one-piece swimsuit. To complete the line, the it-girl unveils a printed beach skirt with adjustable ties, as well as two matching headbands to style her beach blown hair all summer long.

Etam x L'Armoire de Soso capsule collection starting at 10€.

THE AGENDA

DESTINATION SUN

For the launch of their capsule collections with Etam, Léa, Lison & Anne-Sophie each gather their influencer friends for a sunny getaway.

LÉA ELUI

It's a festive atmosphere with Léa who will receive the press and influencers on April 27, for a cocktail party on the rooftops of Paris until sunset.

LISON SEBELLIN

Lison takes us to the Mediterranean, for a good vibes only escape to Mallorca. To be continued in May.

ANNE-SOPHIE

And finally, Anne-Sophie will take us to the Domaine des Roches Blanches in early June for a sexy trip in an exceptional setting with sun & fun on the French Riviera.

Find us on the social networks @Etam to share these unforgettable moments and experience them together starting in April.

THE MEETS-UP

3 collections, 3 meetings: Léa, Lison & Anne-Sophie will each unveil their collection at their launch event. It's the opportunity to meet their communities and share in an exclusive shopping session full of surprises.

- Léa Elui: April 26, at the flagship of Paris Haussmann store.

- Lison Sebellin: May 23^d in Nice.

- Anne-Sophie Godet: June 1st at the flagship of Paris Haussmann store

