

IDOLES



THE BEST OF ME

Inspired by the brand's archives, IDOLE is the very expression of Etam's lingerie-making expertise.

A new singular and timeless signature lace, designed as a true celebration of every woman, for all their lives and desires.

Discover a brand-new collection in 11 colors on July 18th.

It's the first choice you make every morning.

Your lingerie is much more than underwear. It reflects your mood, boosts your confidence and carries your aspirations for the day to come.

Chill, casual or sexy? What IDOLE will you be?

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NEW SIGNATURE LACE

Feel exhilarated in our new signature lace. Inspired by our archives, it subtly reveals Art Deco patterns that blend the roundness of a teardrop with the elegance of the fan. Made from 85% recycled fibers, it also shows our commitment to more responsible fashion.

UNPRECEDENTED COLORAMA

Black. Ecu. Rose. Ink. White. Violet. Indigo. Apricot. Sky blue. Chocolate. Powder Pink. Our studio has imagined a colorama of 11 shades to mix at will and collect endlessly.

SHAPES FOR EVERY DESIRES

From the casual triangle to the sexy push-up, a comfortable shorty to the sensual string, IDOLE bras and bottoms accompany you in all your lives. The real allies of everyday life, they blend endlessly to create the lingerie that looks like you, inspires you, and makes you feel confident.

STARTING AT €14,99

Both indispensable and affordable, IDOLE makes no compromises. It is comfortable, sexy and at a modest price! Our teams pulled off the impossible to create a must-have collection, starting at only €14,99.

Discover the entire IDOLE collection in Etam stores or on Etam.com, starting at €14,99 / 1199 RUB / 59,90 PLN / \$14.95 USD.