

VALENTINE'S DAY

FEBRUARY 14TH

Behind the curtain of our photo booth, love stories... and lingerie tales are being sketched. Bursts of laughter, conspiratorial glances, or fervent kisses: for Valentine's Day, Etam makes its love declaration in passionate red. Focus on a collection sexier than ever. "Click"!

Etam





RED MONOCHROME

Red amplifies every sensuality. Whether it's delicate lace, dotted plumetis tulle, or heart-shaped prints, it's also flirting with intense black. Garter belts or corsets—it's all about saying sexyyyyyy!

GARTER BELTS

The standout accessory, a sexy wildcard to enhance any lace ensemble. Adorned with chains, whether worn solo with a tanga or paired with stockings, it's more than just a Valentine's gift; it's a declaration of sexiness.

THE RETURN OF THE BUSTIER

Provocative décolletage and delicate frills: the bustier is back and it's also being embraced as a top under a chic blazer. Floral lace reveals the skin, creating a voluptuous effect.



HEARTS ALL OVER

Expressing your love has never been easier. Tiny hearts, in an all over pattern, grace everything from little shorts and camisoles to enticing panties and velvet bras with seductive cutouts. This season, it's all about hearts, moving away from polka dots and plumetis. The effect is especially captivating on a tulle demi-cup bra – it's an absolute crush.

JEWELRY

Giving jewelry for Valentine's Day? Absolutely, but it's worn over lingerie. Delicate chains cascade into the décolletage, small crystals embedded in lace make the skin shimmer—and so do your eyes.

ETAM X SMILE MAKERS COLLABORATION

Embrace intense pleasure with this unique collaboration focused on women's well-being. For Valentine's Day, Etam and Smile Makers invite you to discover new sensations with playful and colorful accessories, perfect for solo or partnered enjoyment. Since 2012, Smile Makers has been breaking taboos and making the world of sex toys more accessible by designing vibrators for all kinds of pleasure, encouraging open conversations about women's sexual wellness.

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