

TEAM ETAM

NEW SPORTS COLLECTION

Etam champions women at the forefront, reiterating its unwavering commitment. Following a year highlighted by a pioneering partnership with top athlete Caroline Garcia, the brand advances into the next phase of its sports strategy.

This year introduces high-performance collections and passionate new ambassadors. **Our mission is to support these inspiring women on their journeys, share in their competition highlights, and celebrate self-achievement, boldness, and determination—core pillars of the brand's DNA.**

**Let's embrace our collective values of freedom and unity in femininity together:
Go Team Etam!**

Etam

CORSETRY EXPERTISE MEETS WOMEN'S SPORTS

For Etam, sports serve as a powerful channel for women's freedom and empowerment, a conviction held for a decade. **Leveraging its corsetry expertise, Etam supports women in all life's moments.**

More than crafting the ideal sports wardrobe, the brand's goal is to inspire women to pursue their dreams, feel free, and achieve personal fulfillment through sports.

TEAM ETAM GROWS

Introducing 5 new athletes, 5 new collections.

To honor women in sports, Etam welcomes five top French athletes. Together with Caroline Garcia, they expand Team Etam, drawing inspiration from their sports to create new sporty and lifestyle collections appealing to all—from beginners to dedicated athletes.

And for those yet to include sports in their resolutions, these collections also cater to the ultimate French supporters.

CAROLINE GARCIA X ETAM : THE SECOND ROUND

Building on a successful collaboration initiated in early 2023, Etam renews its partnership with France's tennis number one, **Caroline Garcia**.

This season, Garcia expands her sporty lingerie line with the brand, adding "Tennis Club" outfits to be showcased at exclusive spring events, in addition to the sports bras and panties she co-created with Etam last spring.

Titled "Champion of Champions 2022" by the newspaper *L'Equipe*, Garcia stands as France's top player and among the world's best. In 2024, she sets her sights on Olympic glory in July and her ultimate dream: winning a Grand Slam.



ESTELLE NZE MINKO

Handball, Captain of the French National Team



“Handball? It was the only sport where guys actually wanted to be on my team... That made me believe in myself.”

Achievements

Gold medalist at the 2020 Olympics, two-time World Champion, and European Champion.

Commitments

She dedicates herself to introducing sports to the younger generation by organizing a handball camp for girls aged 12 to 15.

AUDREY TCHEUMÉO

Judo



“Being an athlete is a blessing. I cherish each moment as if it were my last. I absolutely love the present.”

Achievements

Bronze medalist at the London Olympics and silver medalist at the Rio Olympics in the under 78 kg (middleweight) category.

Commitments

A high-level athlete with a diverse skill set, she’s a serial entrepreneur who has launched her own clothing line and opened a restaurant.

AMINA ZIDANI

Boxing



“Her charisma in the ring was so captivating, it made me want to be like her. Before I fell in love with boxing, I was inspired by her (Laila Ali).”

Achievements

Five-time French champion, European champion in 2023.

Journey

She stumbled upon boxing at 18 while watching a documentary about Laila Ali, daughter of the legendary Muhammad Ali.

GWLADYS LEMOUSSU

Para Triathlon



"Sports transformed my disability into strength. I aimed to be the best in this field"

Achievements

A swimming champion from a young age, it was para triathlon that elevated her to the top level.

Commitment

She works to inspire the younger generation, actively participating in an association dedicated to teaching swimming.

LAURIANE NOLOT

Kitesurfing



"Playing with the elements offers a freedom I'll never tire of; I'm deeply in love with the sea"

Achievements

Introduced to kitesurfing at 17 by her family, she clinched the French championship in 2021, became the world champion in 2023, and was honored as Sailor of the Year by the French Sailing Federation.

Commitment

I am dedicated to taking my sport as far as possible and sharing it with as many people as I can!

GO TEAM ETAM

Join us in celebrating exceptional women and their inspiring stories through our sports collections available throughout the year.

Stay tuned!

Etam