

*Etam*



## **WE CARE FOR WOMEN PROGRAM 2024**

**A SINGLE DAY IS NOT ENOUGH.**

March 8th - International Women's Rights Day, and indeed every day of the year, Etam pledges its unwavering support to women, in collaboration with its partner organizations.

Four organizations, four ambassadors, four key moments. Our mission is straightforward: to spotlight inspiring initiatives and support tangible actions that benefit women.

We Care for Women embodies our core mission, deeply embedded in our brand's DNA since its inception: to support women through every phase of their lives.

Far more than a mere commitment,  
It's a genuine mission.  
Let's unite in this cause,  
Because We Care For Women.



## COMMITTED TO OUR PARTNER ORGANIZATIONS



### THE CAUSE

Combating violence against women

### THE FACTS

In France, one woman dies every three days from the violence inflicted by her partner or former partner.

### OUR PARTNER ORGANIZATION

[SOLIDARITÉ FEMMES](#), a network of 81 associations dedicated to supporting and assisting women who are victims of violence.

### THE AMBASSADOR

Constance Jablonski, model and co-founder of French Bloom.

### OUR INITIATIVE

On March 8, 2024, for International Women's Rights Day, €1 will be donated to the SOLIDARITÉ FEMMES association for every item purchased online or in Etam stores.



### THE CAUSE

Advocating for gender equality in sports

### THE FACTS

Only one woman holds a presidency among the 31 Olympic sports federations. Women's sports account for only 7% of media broadcasts.

### OUR PARTNER ORGANIZATION

[FONDATION ALICE MILLIAT](#), the first European foundation dedicated to women's sports, advocating for a more equitable, mixed-gender, and inclusive approach to sports.

### THE AMBASSADOR

Caroline Garcia, the top-ranked French tennis player, "Sport is a mirror of life itself. In both sport and life, it's crucial to call out inequalities to fight them more effectively."

### OUR INITIATIVE

On April 2, 2024, to mark the launch of our Sport collection, €1 will be donated to the FONDATION ALICE MILLIAT for every item purchased online or in Etam stores.



### **THE CAUSE**

Raising awareness, educating, and fighting against endometriosis

### **THE FACTS**

It's estimated that 1 in 10 women suffer from endometriosis, with 70% experiencing debilitating pain and an inability to lead a normal life.

### **OUR PARTNER ORGANIZATION**

[INSTITUT PASTEUR](#), with 130 years of medical research dedicated to human health. By developing new methods for the early diagnosis of endometriosis, the aim is to help women affected by endometriosis receive quicker and earlier diagnoses, preventing the medical uncertainty that can lead to depression.

### **OUR INITIATIVE**

On May 28, 2024, International Menstrual Hygiene Day, €1 will be donated to the INSTITUT PASTEUR for every item purchased online or in Etam stores.



### **THE CAUSE**

Supporting cancer research and raising awareness among women about screening.

### **THE FACTS**

61 000 new cases of breast cancer each year, affecting 1 in 8 women over their lifetime.

### **OUR PARTNER ORGANIZATION**

[RUBAN ROSE](#), the organization has two main objectives: to support research through the annual Ruban Rose Awards, and to inform and raise awareness about breast cancer. Ruban Rose's efforts are year-round, with a highlight during the annual awareness month: Pink October.

### **OUR INITIATIVE**

On October 8, 2024, €1 will be contributed to the RUBAN ROSE organization for each item bought online or at Etam stores.