



# Etam x SMOON

74% of women have avoided swimming due to menstruation\*.»

Based on this finding, Etam and Smoon have combined their expertise to create a menstrual swimwear line that is both stylish and functional, paving the way for a real revolution for women. Experience the must-have collaboration that allows you to manage your period with ease during the summer.

## A PERFECT PAIRING

The love story between Etam and Smoon began years ago. The young brand and the century-old corset maker had previously partnered to offer innovative menstrual panties in stores and on Etam.com. United by this collaboration, Etam and Smoon are venturing once again this summer to conquer the beach and pool with their second collection of menstrual swim bottoms, designed to mix and match with Etam's swim tops.

## ULTRA-ABSORBENT TECHNOLOGY

Thanks to its waterproof main fabric, Oeko-Tex\*\* certified silicone bands, and a snug fit, Smoon's swimwear integrates a signature draining and absorbing membrane. These swim bottoms can be worn without additional protection throughout your period, ensuring zero leaks and no swelling when wet.

## THE SWIMSUITS OF SUMMER 2024

This summer, the menstrual swimsuits come in 5 new colors, including 3 Etam exclusives. Black, khaki, red, navy blue, or bright blue: shades that are easy to mix and match. Choose your bottoms and create your perfect swimsuit with your favorite Etam bikini tops. A key feature? The high-waisted, tummy-flattening effect that enhances the silhouette. A must-have to transform your beach outings and pool afternoons, letting you enjoy every day to the fullest all summer long.

With Etam and Smoon, dive into freedom!

*Swim bottom, Etam x Smoon, €50, available starting May 13, 2024, at all Etam stores and on Etam.com.*

\*Source: IFOP

\*\*Oeko-Tex: The item is certified STANDARD 100 by OEKO-TEX®. Tests and checks by the OEKO-TEX® institute ensure there are no harmful or undesirable substances at concentrations that pose no known health risks.