

*Etam*

# OCTOBRE ROSE



Etam is committed to supporting women all year round through meaningful actions and unwavering support.

For Pink October, the brand is strengthening its commitment to the Ruban Rose Association to raise awareness, promote prevention, and support breast cancer research.

Discover all the initiatives launched in support of this vital cause.



### **THE CASH REGISTER ROUNDING CAMPAIGN**

From October 1st to 31st, Etam is running a cash register rounding campaign in stores and offering online micro-donations, all in support of Ruban Rose. To make every gesture count twice as much, Etam will double the donations collected.

### **A HEARTFELT AMBASSADOR**

An inspiring and dedicated figure, Claudia Tagbo speaks out to raise awareness and encourage participation in this essential initiative. The 51-year-old actress, an ambassador for Ruban Rose and a phenomenon in the French comedy scene, partners with the brand to share her journey and her battle against breast cancer at age 30—a life experience that helped her reconnect with her femininity.

### **"CHOOSE PINK"**

A special capsule collection of pink lingerie—nothing but pink—with 100% of the profits donated to Ruban Rose.

Available in various shades, from soft blush to vibrant magenta, this lingerie collection of bras and panties showcases our latest eco-friendly innovation: sublimation.

This exclusive solid color dyeing process by sublimation allows for 100% water savings compared to traditional dyeing methods.



# yes!

## THE POST-MASTECTOMY COLLECTION

Yes to confidence,  
Yes to femininity.

Etam leverages its corsetry expertise to design post-mastectomy lingerie that provides exceptional comfort without sacrificing style or femininity.

The «Yes!» line, launched in 2020 in collaboration with experts and women who have undergone surgery, is expanding this year with new materials and styles.

Featuring technical bras with pockets that accommodate all types of prostheses and can be paired with any of our panties, the line incorporates our signature lace and second-skin microfibers.

For Pink October, Alice Detollenaere, model and ambassador for the «Yes!» collection, shares her experience in a video, highlighting the importance of self-examination for breast cancer prevention. A simple yet vital gesture.

These initiatives are part of our «We Care For Women» program.

