



Etam

wecare!

SOLID-COLOR SUBLIMATION

Etam is committed to responsible fashion. Through WeCare, our sustainable commitment program, we continuously reinvent our practices to minimize our environmental impact, all while showcasing our expertise and creativity.



SOLID-COLOR SUBLIMATION: A TEXTILE REVOLUTION BY ETAM

The textile industry is at a turning point. Faced with significant environmental challenges, rethinking our processes across the entire production chain—especially in dyeing—has become more essential than ever. Each year, 4 billion cubic meters of water are consumed in textile dyeing, equivalent to 1.6 million Olympic-sized swimming pools¹.

Given this alarming reality and the urgency of the climate crisis, change is essential. Etam is meeting this challenge with a bold innovation: solid-color sublimation.

THE GOAL: REDUCING THE IMPACT OF TEXTILE DYEING

The environmental impact of dyeing processes is staggering: 20% of the world's water pollution comes from textile dye treatment¹.

The need for agility and sustainability has become crucial for the fashion industry, which must now balance style with responsibility. Etam is taking a stand with an innovative solution that combines speed with a significantly reduced ecological footprint.

1. Source: World Bank – Fashion for Good 2022.

ETAM'S ANSWER: SUBLIMATION TECHNOLOGY

Long used for pattern printing, sublimation technology has been repurposed by Etam to apply solid colors.

Through this process, ink is embedded directly into the fibers, eliminating the need for water-intensive dye baths.

This breakthrough reduces water usage by 100% in solid-color application, providing a highly efficient technique capable of printing 50 meters of fabric per hour in an endless range of shades.

The benefits extend even further:

- 49%² reduction in climate-related emissions
- 41%² decrease in freshwater eutrophication
- 70%² reduction in energy requirements
- 55%² less electricity used
- 36%² savings on fossil resources

ETAM, ENVIRONMENT & INNOVATION

Through sublimation, Etam is laying the foundation for a more responsible and agile fashion industry. Operational in our brand new factory in Tunisia, this innovation was showcased at the latest Etam Live Show, featuring a capsule collection where lace—sublimated in a spectrum of greens—served as a true manifesto for this new technique.

For Pink October, Etam introduced another capsule collection in shades of pink. Using sublimation, pink lace was printed with an even further reduced ecological footprint.

WECARE ABOUT WATER: A CONCRETE COMMITMENT

Etam goes beyond textile innovation. Through its WeCare program, the brand not only reduces its water consumption but also funds the construction of wells in Senegal, providing thousands with access to clean drinking water through the association Vie Sans Frontière.

While water may be a given for many, it remains a luxury for others. Let's take action.

2. Based on a life cycle assessment (LCA) conducted by an external firm.

