

Etam

ETAM CELEBRATES THE OPENING OF ITS FIRST STORE IN THE CITY OF ZÜRICH

The lingerie brand Etam continues its expansion in Switzerland.

After successfully establishing a strong presence in French-speaking Switzerland, the century-old company is furthering its growth in the German-speaking region with the opening of its first boutique in Zürich.





The lingerie brand Etam continues its expansion in Switzerland. After successfully establishing a strong presence in French-speaking Switzerland, the century-old company is furthering its growth in the German-speaking region with the opening of its first boutique in Zürich.

The official opening of the Zürich store took place a few days ago, marking a significant milestone for the brand as it strengthens its presence in this part of Switzerland.

Already boasting six locations in German-speaking Switzerland, including two corners in Manor department stores in Basel and Emmen, as well as standalone boutiques in Basel, Lucerne, St. Gallen, and Bern, Etam underscores its ambition to strengthen its presence in the region with its first boutique in the heart of Zürich.

The new boutique is located in the shopping arcades of Zürich's main train station. 'We had been looking for a location for some time, and when the opportunity arose to settle in the station galleries, we seized it immediately. Named the best train station in Europe in December 2023, Zürich's station is also recognized as one of the city's most renowned shopping hubs. Everything aligns to make Zürich's station the next Etam success story in Switzerland and to captivate the city's residents,' says Selma Galland, Country Manager for Etam Switzerland.

At this new address, Zürchers can now explore Etam's complete holiday collection. Gift sets, lingerie ensembles, accessories, and pajamas, offering a perfect balance of sexiness and comfort, await the first customers of this newly opened store. The timing is ideal for holiday shopping and discovering the brand.

In addition to gift items, the store offers practical essentials for travelers who may have forgotten items such as tights, underwear, or menstrual panties. This new boutique is poised to become a must-visit destination starting today!

Etam Lingerie
Museumstrasse 1
SHOPVILLE MAIN STATION
8021 Zürich, Switzerland

Opening Hours:
Monday to Friday: 9:00 AM – 9:00 PM
Saturday & Sunday: 9:00 AM – 8:00 PM