

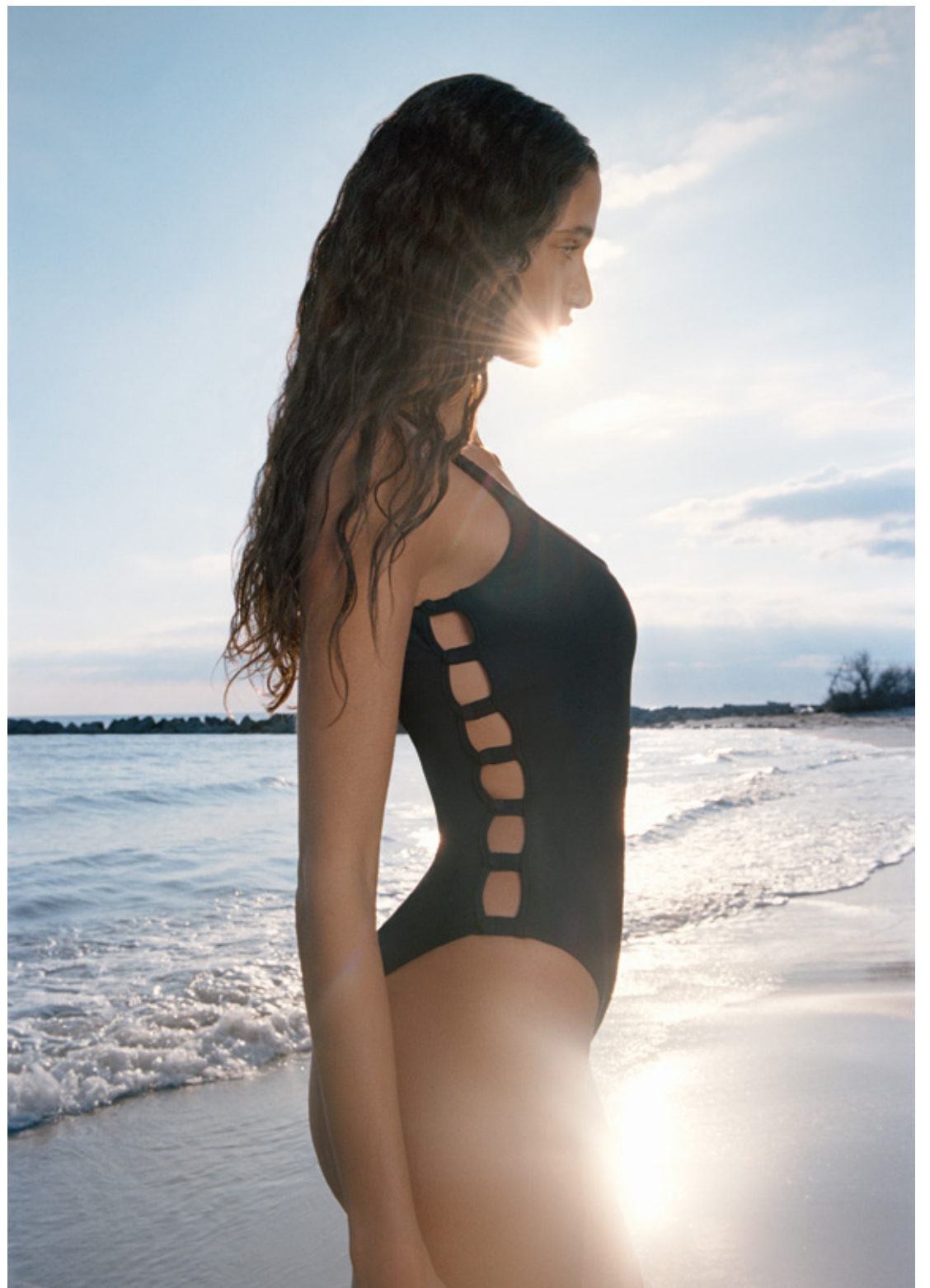


marcia wear x *Etam*

Be the cherry **ON THE CAKE.**

MARCIA WEAR DESIGNS AN EXCLUSIVE
SWIMWEAR CAPSULE COLLECTION FOR
ETAM.

A LIMITED EDITION COLLECTION,
BOLD AND PURPOSEFUL, DESIGNED TO
ENHANCE EVERY SILHOUETTE.





MARCIA WEAR, DETAIL AS A SIGN

MARCIA WEAR IS A PARISIAN BRAND FOUNDED IN 2018 BY EMMA REYNAUD, CREATED TO HONOR WOMEN THROUGH A SUSTAINABLE WARDROBE WHERE COMFORT MEETS SENSUALITY. RENOWNED FOR ITS SHARP CUTS AND METICULOUSLY CRAFTED DETAILS, MARCIA WEAR DESIGNS PIECES FOR EVERY BODY TYPE, WITH SPECIAL ATTENTION TO FIT AND TAILORING. WITH A BOLD STYLE AND ETHICAL STANDARDS, THE BRAND CELEBRATES A CONFIDENT, MODERN, AND MULTIFACETED FEMININITY.



A RETRO-CHIC COLLECTION

FOR ETAM, EMMA REYNAUD HAS DESIGNED A SWIMWEAR CAPSULE INSPIRED BY HER UNIQUE WORLD. TIMELESS POLKA DOTS, BLUSH TONES, COUTURE CUTS... EMMA REYNAUD REINTERPRETS THE SIXTIES SPIRIT THROUGH A SWIMWEAR LINE. DESIGNED "FROM DUSK TO DAWN," THE PIECES EMBRACE VERSATILITY: PAREO SKIRTS, ONE-PIECES WORN AS BODYSUITS, HIGH- OR LOW-WAISTED BOTTOMS, SCULPTED SILHOUETTES... BEACHWEAR BECOMES A TRUE WARDROBE.

A SHARED COMMITMENT TO SUSTAINABILITY

MADE FROM ECO-CONSCIOUS MATERIALS, THIS COLLABORATION REFLECTS BOTH BRANDS' SHARED MISSION: TO OFFER MORE SUSTAINABLE FASHION WITHOUT COMPROMISING ON STYLE OR CRAFTSMANSHIP.

THE PIECES ARE CRAFTED FROM ECONYL®, A REGENERATED NYLON YARN MADE FROM PLASTIC WASTE COLLECTED FROM OCEANS AND COASTLINES: DISCARDED FISHING NETS, FABRIC SCRAPS, INDUSTRIAL PLASTICS...

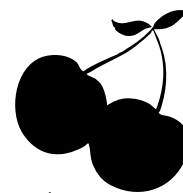
THIS INNOVATIVE, SCULPTING MATERIAL MAKES IT POSSIBLE TO CREATE PIECES THAT ARE DURABLE, ELEGANT, AND ENVIRONMENTALLY RESPONSIBLE. EACH CUT, EACH FINISH IS CAREFULLY CONSIDERED THE RESULT OF COMBINING ETAM'S EXPERTISE WITH MARCIA WEAR'S CREATIVITY.





THE CHERRY ON THE CAKE

A PLAYFUL AND SEXY SYMBOL, THE CHERRY ICON RUNS THROUGH THE COLLECTION AS A COMMON THREAD. FEATURED ALL OVER, IT PERFECTLY EMBODIES THE SPIRIT OF THIS UNIQUE COLLAB: "BE THE CHERRY ON THE CAKE."



AN ICONIC CAMPAIGN MARKED BY MARCIA WEAR'S STYLE THE COLLECTION COMES TO LIFE IN CAMARGUE, UNDER THE ARTISTIC DIRECTION OF EMMA REYNAUD. CAPTURED THROUGH THE LENS OF PIERRE-ANGE CARLOTTI, MALIKA EL MASLOUHI EMBODIES THE FREE AND ASSERTIVE SPIRIT OF MARCIA WEAR, BLENDING ELEGANCE AND SENSUALITY. IMAGE AFTER IMAGE, SHE REVEALS THE STANDOUT PIECES OF THIS EXCLUSIVE COLLABORATION.

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