

# Etam



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## BEACH CLUB

*summer* *2025*

After Miami and Barcelona, the Etam Beach Club makes a stop on the French Riviera, at the Hôtel Amour in Nice, to celebrate summer.

Between sunbathing, boat days, and pool parties, it was a joyful getaway with the Etam team. The perfect moment to unveil the Summer 2025 swim and beachwear collection.

### *ETAM X HÔTEL AMOUR*

It's the season's most unexpected partnership: Etam settles into the iconic Hôtel Amour in Nice for a sun-soaked interlude. Personalized in-room gifting, a One Size swimsuit vending machine, private beach access, and a festive cruise: a tailor-made experience designed to welcome the brand's friends in a dreamy Mediterranean setting.

A first collaboration full of promise...

### *THE PROGRAM & THE GUESTS*

Two days outside of time to disconnect and embrace the laid-back lifestyle of the Côte d'Azur. Lounging on sunbeds, cruising along the coast, beachside soirées, and rooftop brunches — unforgettable moments shared with around twenty guests close to the brand. Influencers, content creators, models, and editors gathered to soak up the Beach Club spirit and discover the season's standout swimwear.

### *TEAM ETAM'S FAVORITES*

Among their must-haves: the striped Caletto swimsuit, the figure-enhancing Sculpt, and the essential One Size. Beach-ready looks designed to flatter every silhouette, available now in stores and at [etam.com](https://www.etam.com).

And for more laid-back moments — hotel naps or breakfast on the terrace — think strawberries, cherries, lemons... Etam has transformed the fruits of the season into an irresistible loungewear collection: lightweight pajamas, delicate pointelle slips, and juicy printed shirt-and-short sets, favorites of both our guests and the summer itself.



*Etam* ♥ *Amour*  
HOTELS







