

A side-view photograph of a woman's torso and arm, wearing a bright pink sports bra and matching leggings. The background is a soft, light pink. Overlaid on the image is the text 'PRESS RELEASE' in a small, white, sans-serif font, followed by 'PINK' and 'OCTOBER' in large, bold, white, serif fonts. At the bottom, 'J'ETAM' is written in a white, serif font.

PRESS RELEASE

PINK
OCTOBER

J'ETAM

AS PART OF THE WE CARE FOR WOMEN PROGRAM,
ETAM STANDS BY WOMEN EVERY DAY, A COMMITMENT EXPRESSED THROUGH CONCRETE ACTIONS CARRIED OUT
ALL YEAR LONG.

FOR PINK OCTOBER (OCTOBRE ROSE), THE BRAND REAFFIRMS ITS LONG-STANDING PARTNERSHIP WITH THE
RUBAN ROSE ASSOCIATION, RAISING AWARENESS, PROMOTING PREVENTION, AND SUPPORTING BREAST CANCER
RESEARCH.

IN STORES AND ONLINE, PINK TAKES CENTER STAGE AS A VISUAL SIGNATURE, A SYMBOL OF SHARED COMMITMENT
AND A REMINDER OF THE IMPORTANCE OF PREVENTION.

ALL UNITED FOR RUBAN ROSE

FROM OCTOBER 1ST TO 31ST, EVERY CUSTOMER CAN TAKE PART IN THE ROUND-UP CAMPAIGN AT CHECKOUT.
ALL DONATIONS COLLECTED WILL BE ENTIRELY DONATED TO THE RUBAN ROSE ASSOCIATION, AND ETAM WILL
MATCH THE TOTAL AMOUNT RAISED, DOUBLING THE IMPACT OF THIS SOLIDARITY INITIATIVE.

MEETINGS TO CONNECT AND SHARE

CONTINUING ITS COMMITMENT, ETAM JOINS FORCES WITH RUBAN ROSE TO HOST IN-STORE BREAKFAST
GATHERINGS, INTIMATE AND UPLIFTING MOMENTS DESIGNED AS WARM, WELCOMING SHOPPING EXPERIENCES.
THESE ENCOUNTERS OFFER A SAFE AND CARING SPACE WHERE WOMEN CAN SHARE THEIR STORIES, DISCOVER
THE YES! COLLECTION, AND ENJOY A MOMENT OF SUPPORT, CONFIDENCE, AND SISTERHOOD.

THE YES! POST-MASTECTOMY COLLECTION

THIS SEASON, THE COLLECTION EXPANDS WITH NEW FABRICS AND SILHOUETTES, FEATURING THE BRAND'S
SIGNATURE LACE AND MICROFIBERS.

CREATED IN 2020 IN COLLABORATION WITH WOMEN WHO HAVE UNDERGONE SURGERY AND MEDICAL EXPERTS,
THE YES! LINE OFFERS TECHNICAL POCKETED BRAS DESIGNED FOR PROSTHESES, COMBINING COMFORT,
FEMININITY, AND CONFIDENCE.

WE CARE FOR WOMEN

"WE BELIEVE IN LINGERIE THAT ENHANCES THE BODY WHILE RESPECTING THE PLANET.
DRIVEN BY INNOVATION, WITH TRANSPARENCY, AND IN CONSTANT MOTION.
FOR WOMEN, SHAPING THE CURVES OF A BETTER FUTURE.

