

Happy Holidays

FROM
Etam

PRESS RELEASE – CHRISTMAS 2025

Etam

ETAM LAUNCHES THE COSY SEASON

THIS YEAR, ETAM OPENS THE COSY SEASON: A JOYFUL, LIGHT-HEARTED WINTER MOMENT WHEN THE BRAND BECOMES THE NUMBER-ONE GIFT DESTINATION.

FROM READY-TO-GIVE PYJAMAS TO IRRESISTIBLE GIFT SETS, EVERY DETAIL IS DESIGNED TO SPARK JOY, TREAT SOMEONE SPECIAL AND EMBRACE THE FESTIVE SPIRIT

THE ULTIMATE GIFT DESTINATION

COMFORT IS THE CHICEST GIFT, AND ETAM REINVENTS THE PLEASURE OF GIVING. THE BRAND UNVEILS BEAUTIFUL BOXES INSPIRED BY THE SEASON'S PRINTS, ALREADY FILLED WITH PYJAMAS AND READY TO PLACE UNDER THE TREE.

ULTRA-COSY THREE-PIECE SETS, PRECIOUS SILKS, SOFT CASHMERE AND ADORABLE ACCESSORIES COME TOGETHER IN THE PERFECT BLEND OF WARMTH, STYLE AND GIFTING DELIGHT.

COSY: THE SIGNATURE OF A PLAYFUL WINTER

AT THE HEART OF THE COLLECTION STANDS THE COSY SPIRIT, A NEW LANGUAGE OF CONFIDENT COCOONING. MORE THAN A MATERIAL, IT'S A MINDSET: EFFORTLESS STYLE, UNCOMPROMISING COMFORT AND THE JOY OF STAYING WARM ALL WINTER LONG. ITS MANTRA SAYS IT ALL: "IT'S COSY SEASON."

A TOUCH OF SELF-IRONY, A DOSE OF SOFTNESS, AND A CAMPAIGN BROUGHT TO LIFE UNDER THE ARTISTIC DIRECTION OF OLIVIER LEONE AND AGENCY PRAGMA.

EXCEPTIONAL GIFTING

FOR MEANINGFUL PRESENTS TO PLACE UNDER THE TREE, ETAM CELEBRATES ITS MOST LUXURIOUS AND SENSUOUS FABRICS. SILK, SMOOTH AND FEATHERLIGHT, TRANSITIONS SEAMLESSLY FROM DAY TO NIGHT. CASHMERE, SOFT AND LUMINOUS, STANDS OUT AS A TIMELESS PIECE TO TREASURE.

THESE ARE GIFTS TO OFFER OR ENJOY FOR YOURSELF, DESIGNED TO LAST AND BE CHERISHED.





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SECRET SANTA & LITTLE TREASURES

FOR THE SMALL GESTURES THAT ALWAYS BRING A SMILE: FLUFFY SLIPPERS, GLITTERY SOCKS, PRACTICAL POUCHES, PAMPERING MASKS AND COMFORTING HOT-WATER BOTTLES.

THOUGHTFUL IDEAS AT GENTLE PRICES, PERFECT FOR SECRET SANTA, A SWEET SURPRISE FOR A FRIEND OR A WELL-DESERVED TREAT FOR YOURSELF.

A RELAXED, JOYFUL CHRISTMAS

ETAM BRINGS A CHRISTMAS FILLED WITH WARMTH, COMFORT AND FESTIVE CHEER.

BLENDING COCOONING WITH GLAMOUR, SOFTNESS WITH A PLAYFUL WINK, THE BRAND CELEBRATES THE EVERYDAY MOMENTS THAT MAKE THE SEASON MAGICAL: A CRACKLING FIRE, A STEAMING MUG, A COSY PYJAMA SET AND A SMILE BENEATH THE CHRISTMAS TREE.

HAPPY HOLIDAYS FROM ETAM.

THE CHRISTMAS COLLECTION WILL BE AVAILABLE FROM 4 NOVEMBER IN ALL STORES AND ON ETAM.COM.



MELINE



MIDNY



MUSKY



MILO



WERY



MAYSA



MILENA



MAYSA



PRISCILLA



WERY



ALBANE



LOUISE



ENVOLÉE



MORA



MITTY



JACQ



AURA



PALMYRE



LIVIA



LOUISE



MILENA



AURA



PALMYRE



AURA



MONICA



FAUSTINA



RÉVÉLATION



ALBANE



MALMO



FLORIANA



LALMA



FLORIANA



FARON



JANPIGNON



FADIL



PELINA



JACQ



PAMELA



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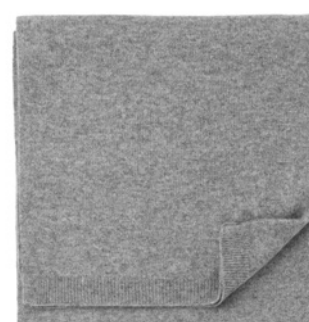
MOLLY



SIDERA



LOUISE



LOUISE



LOUISE



MIRELLA



LOUISE



MILA



SIDERA



VEGA



SYMBIOSE



IMPERTINENTE



NIGHTFALL TENTATION



MYSTÉRIEUSE



DÉCADENTE



WHISPER OF DESIRE



NOTHING TO HIDE



NIGHTFALL TENTATIO



Body CORSETERIE



KEEP IT PRIVATE



LUXURIANTE