



Etam

Love EDIT

**Love is Sexy.
Love is Soft.
Love is Chic.
Love is All.**

This Valentine's Day, Etam celebrates a bold, confident vision of sensuality. Modern, seductive corsetry meets unapologetic femininity in passionate red and deep black. Basques and bustiers, garter belts and delicate lacing reveal refined lace and embroidered guipure.

The iconic Private line now fully embodies Etam's sexy signature. Pure Soft Lace reimagines the ultra-soft, ultra-stretch no-bra effect in an all-lace version. The knicker box reveals its playful side, while nightwear becomes chic in silk or cozy in pointelle cotton. The heart motif emerges as a true essential.

A collection shaped by exceptional craftsmanship, an edit designed to express yourself, choose yourself, and feel good in your own skin.



















Body DÉSIR



Basque DÉSIR



Lingerie set DÉSIR



Lingerie set DÉSIR



Lingerie set PURE SOFT LACE



Briefs BALLADE



Briefs FAVORITE



Briefs SURPRISE



Garter belt DÉSIR



Lingerie set DÉSIR



Body INFINI



Basque INFINI



Briefs VOLEUSE



Briefs FLIRTINI



Lingerie set BANDANA



Lingerie set MON COEUR



Lingerie set INFINI



Lingerie set VERTIGE



Lingerie set VERTIGE



Lingerie set CANDIDE



Shorts BOYFRIEND



Shorts BAISER



Slip BAISER



Camisole MINUIT



Lingerie set CANDIDE



Lingerie set CANDIDE



Body PURE SOFT LACE



Lingerie set PURE SOFT LACE



Shorts MINUIT



Playsuit MINUIT



Camisole GOURMANDE



Lingerie set GOURMANDE



Briefs FLOWER BED



Mules BATTITO



Lingerie set PURE SOFT LACE



Lingerie set INFINI



Basque INFINI



Briefs INFINI



Lingerie set VERTIGE



Garter belt VERTIGE



Lingerie set VERTIGE



Basque VERTIGE



Lingerie set WILD



Briefs WILD NIGHT



Briefs BLISS



Briefs FLIRTINI



Lingerie set PURE SOFT LACE



Lingerie set PURE SOFT LACE