



Etam



miaou

ETAM x MIAOU

Etam teams up with the most in-demand label of the moment for a collaboration that redefines the codes of lingerie. When its corsetry savoir-faire meets Alexia Elkaim's retro-futuristic aesthetic, a bold, sensual collection emerges, poised between Parisian elegance and American attitude.

MIAOU, THE BRAND

Founded in 2016 by Alexia Elkaim, Miaou was born between France and the California coast.

Nicknamed "the French girl in LA," the designer has crafted a distinctive vision of femininity: cool, corseted, sexy, and unapologetically confident.

Celebrated for its iconic corsets, bodysuits, mini skirts and curve-enhancing dresses, the brand champions a vintage-inspired aesthetic with a strong, body-positive spirit.

"The Miaou woman is adventurous and sexy. She doesn't care what others think. She dares, she takes up space, she sets high standards. With Etam, we imagined lingerie that reflects her energy: overdressed yet effortless, cool yet full of contrast." Alexia Elkaim

THE COLLECTION

ETAM and MIAOU present a daring, hybrid lingerie collection where contrast takes center stage.

Ribbed cotton captures effortless American ease, while satin channels playful Parisian charm. Sheer mesh meets leopard print, and transparency sculpts the silhouette.

Created by women, for women, each piece embodies a confident femininity: free, bold, unmistakably Miaou.

Babydoll dresses, satin bloomers and thongs, balconette bras and bustiers are finished with a signature heart charm detail.

Trompe-l'œil layering, unexpected fabric combinations, and a sensual palette of blush and black satin, leopard mesh, and grey ribbed cotton define the collection.

The ETAM x MIAOU collaboration launches on March 10 online and in stores across France, starting at €19.99.









