



PURE PERFECT

*Etam*

## PURE PERFECT

**Smooth the lines. Plump the curves. Reveal the silhouette.**

Inspired by the world of skincare and make-up, PURE PERFECT embodies a new generation of sculpting lingerie.

### **Modern cuts:**

Square necklines, V-shaped cuts and clean-cut finishes come together in a collection of ultra-comfortable pieces. Featuring innovative, technical construction, each design is crafted to enhance curves effortlessly, day after day.

### **Targeted shaping:**

Seamless microfibre fits the body with precision, naturally redefining its lines through a unique knit. The neckline appears fuller, the hips are beautifully contoured and curves are subtly enhanced. The silhouette looks smoother, more balanced and naturally sculpted.

### **Second-skin effect:**

Available in a palette of skin-inspired shades: nude, sand, chocolate, blush and black, PURE PERFECT melts seamlessly under clothing like a second skin, leaving only one thing visible: a beautifully enhanced silhouette.

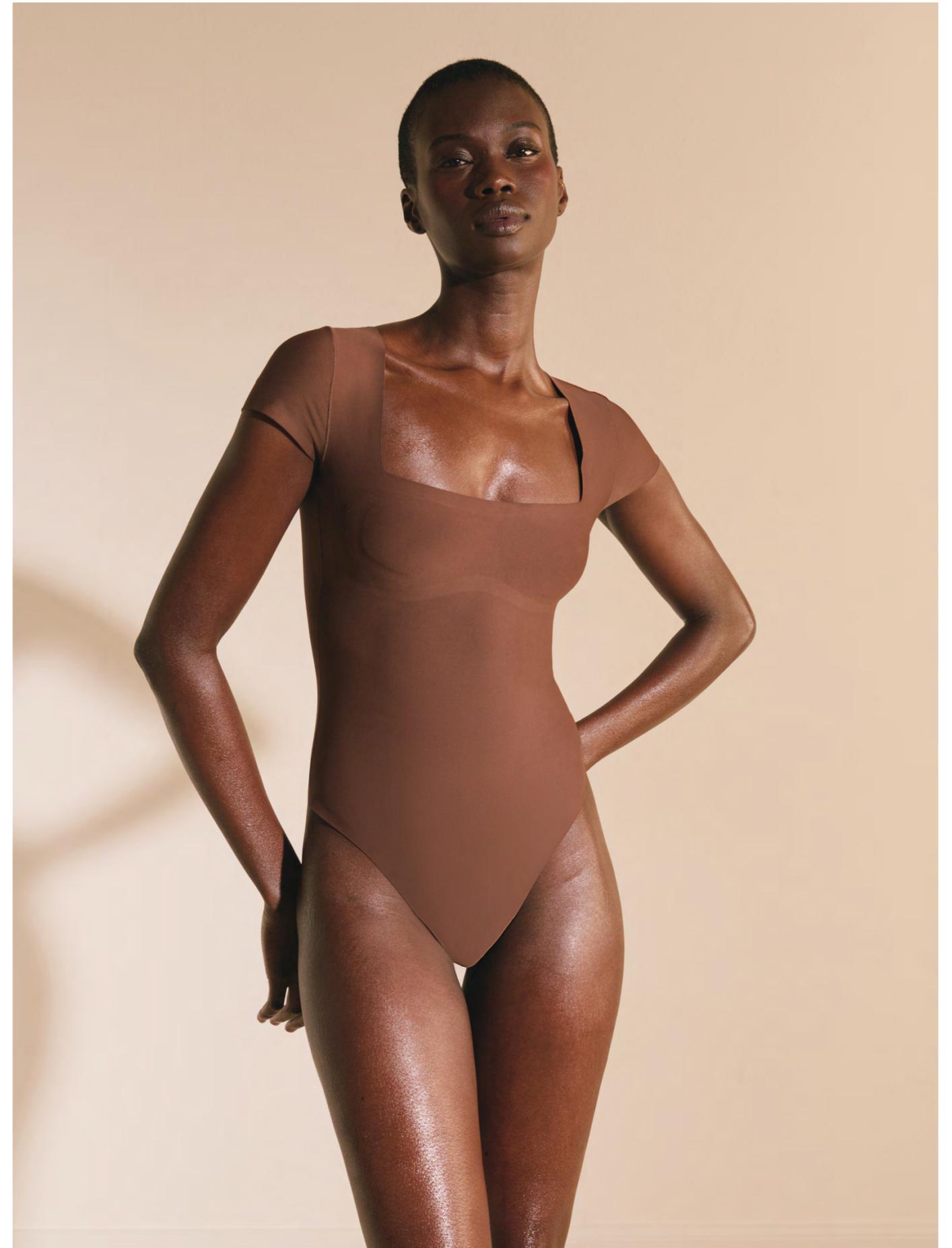
PURE PERFECT collection: a plumping bralette, midi briefs, high-leg thong, push-up camisole, short-sleeved bodysuit and smoothing bodysuit. Available from 6 April in Etam stores and on Etam.com, from €12.99.

**Smooth. Plump. Enhance.**  
**PURE PERFECT, plumping lingerie.**













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