

*At Hôtel Mahfouf, the address may be secret, but some guests find their way back every summer.  
Here, swimsuits are never quite dry by breakfast time.  
And once night falls, whispers tell of silhouettes slipping silently into the water.  
The Lobby Boy?  
He takes care of the keys.  
And keeps the secrets.*

## THE EVENT CAPSULE

This summer, Etam and HÔTEL MAHFOUF bring together their unique worlds and expertise to unveil an exclusive limited-edition swimwear capsule. The fusion of Etam's swimwear expertise and Lena Mahfouf's creative vision gives rise to a collection imagined as the ultimate holiday wardrobe. Pieces you pack in your suitcase and never want to take off, from sunrise to midnight swims.

## MERMAID VIBES

Inspired by the modern-day mermaid, the collection features swimwear with asymmetrical lines, jewel-like details, luminous pearls, shimmering fabrics and sculpting silhouettes. Each silhouette enhances the body and catches the light effortlessly. Designed to move with the rhythm of summer, the pieces transition seamlessly from beach days to late-night evenings, with that carefree spirit unique to summers that never seem to end.

## HÔTEL MAHFOUF

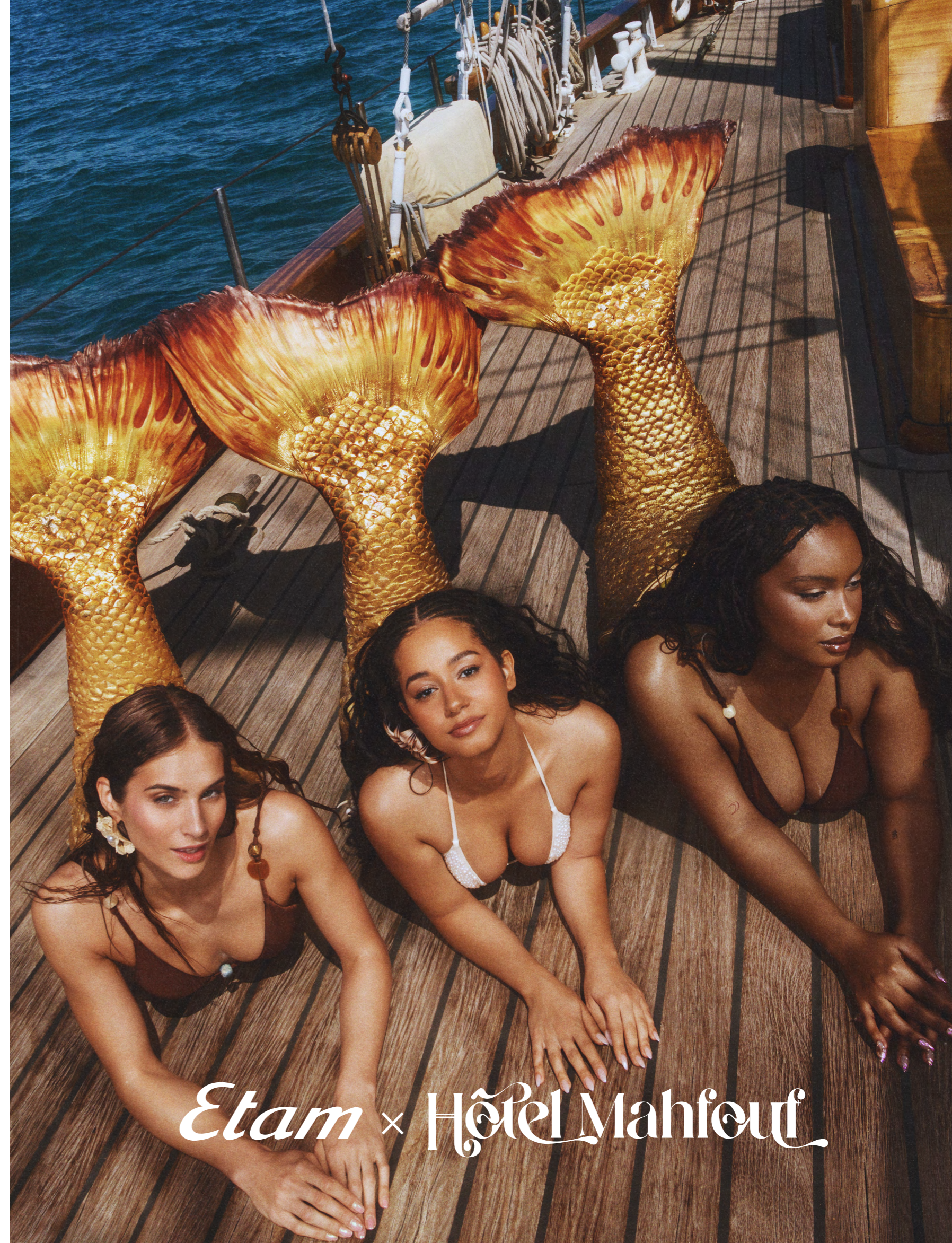
Founded in 2022, Hôtel Mahfouf quickly established itself as a distinctive brand at the crossroads of fashion and lifestyle. Conceived as immersive destinations, its collections invite audiences to escape each season through a sun-drenched and joyful aesthetic. Behind this universe is Lena Mahfouf, author, entrepreneur, podcaster and content creator, who has become one of the most influential voices of her generation.

## ETAM x HÔTEL MAHFOUF

The Etam x HÔTEL MAHFOUF collection will be available exclusively from May 18 on [etam.com](https://etam.com), and in all Etam stores from May 19.

With this exclusive collaboration, Etam and HÔTEL MAHFOUF deliver one of the season's standout launches.

To celebrate the collection, Lena will reunite with her community for an exclusive event at the Haussmann flagship store on May 25.



*Etam* x Hôtel Mahfouf