

Etam
Certified



®

Corporation

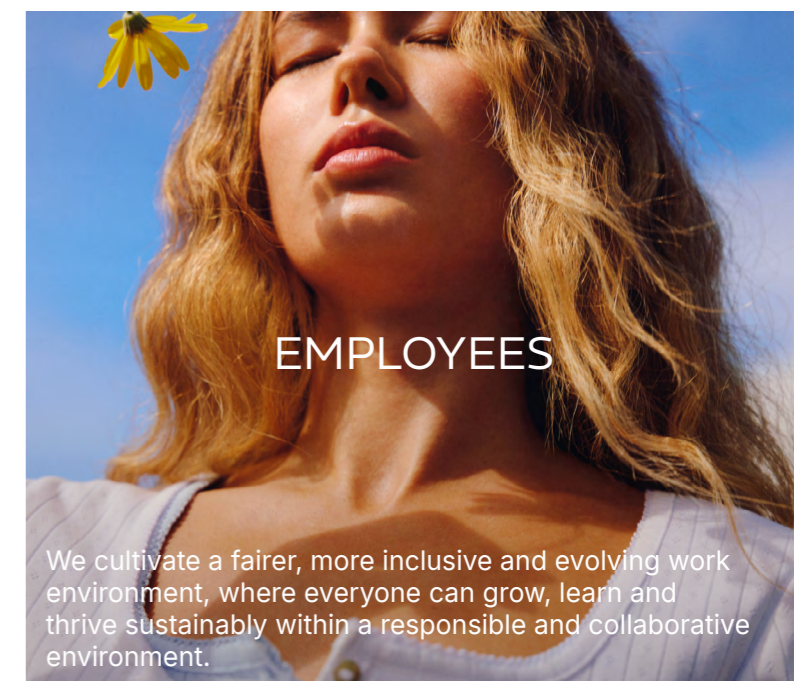
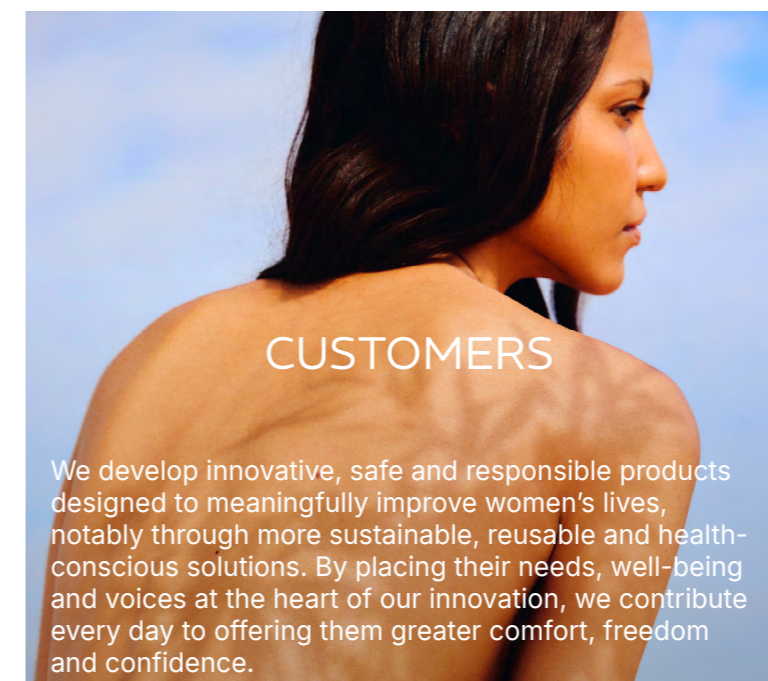
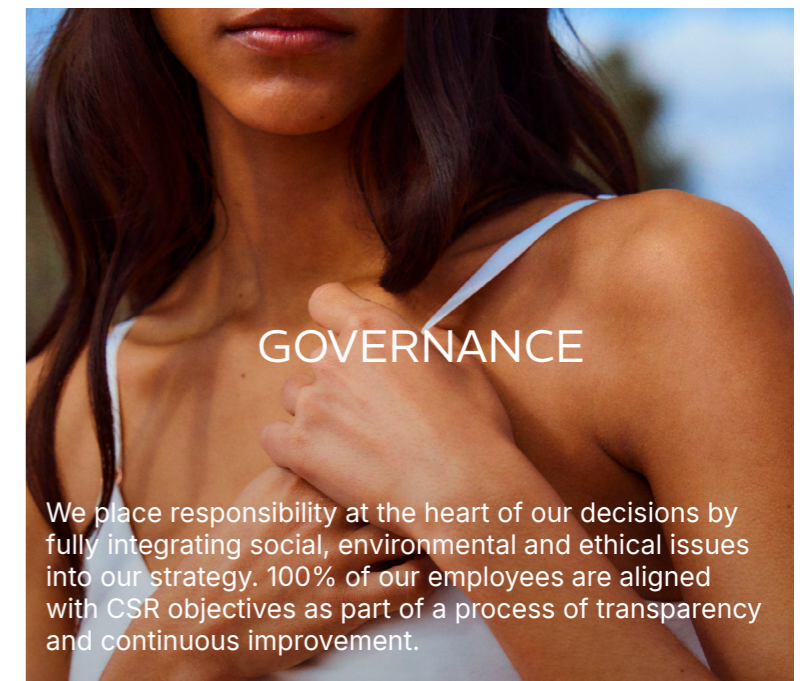
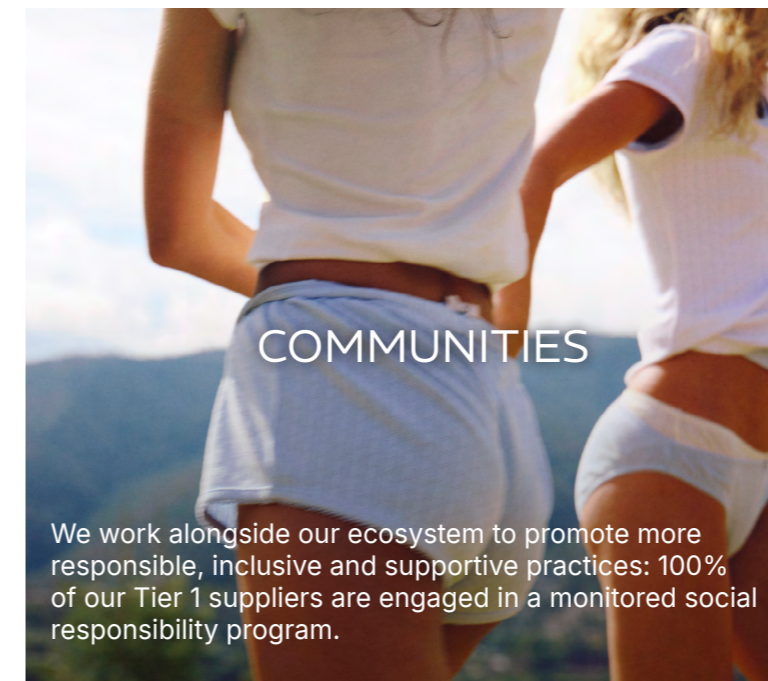
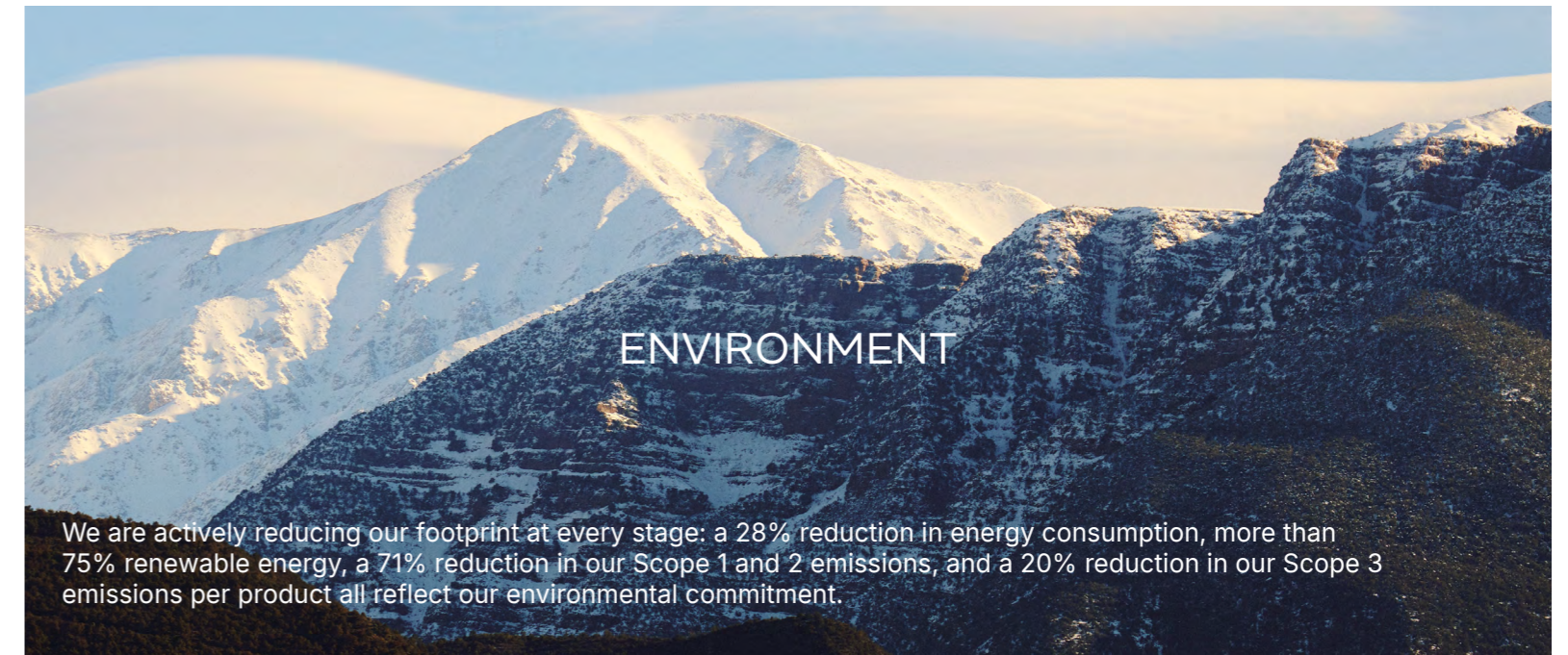
ETAM, A B CORP™ CERTIFIED COMPANY

IN 2025, ETAM ACHIEVES B CORP™ CERTIFICATION.
AN INTERNATIONAL RECOGNITION THAT EVALUATES THE SOCIAL,
SOCIETAL AND ENVIRONMENTAL IMPACT OF COMPANIES.
A COLLECTIVE SOURCE OF PRIDE, AND A SHARED DRIVE TO KEEP
IMPROVING EVERY DAY.



B CORP™ CERTIFICATION

B CORP™ COMPANIES ARE BUSINESSES THAT MEET VERIFIED STANDARDS FOR SOCIAL AND ENVIRONMENTAL PRACTICES, TRANSPARENCY AND ACCOUNTABILITY. THE CERTIFICATION IS AWARDED BY B LAB, A PRIVATE NON-PROFIT ORGANIZATION, TO COMPANIES THAT HAVE SUCCESSFULLY COMPLETED THE B IMPACT ASSESSMENT ("BIA") ACROSS FIVE IMPACT AREAS.



KEY FIGURES

176 tons

of plastic eliminated per year since 2019.

60%

of our products incorporate certified, more sustainable fibers.

+ 1.7 million €

donated since 2019 to organizations supporting women.

42%

reduction in greenhouse gas emissions since 2019.



110 YEARS AHEAD

SINCE 1916, WE HAVE KEPT MOVING FORWARD. FOR MORE THAN A CENTURY, WE HAVE BEEN INNOVATING TO SUPPORT WOMEN IN THEIR LIVES, THEIR MOVEMENTS AND THEIR FREEDOMS. FROM THE FIRST SYNTHETIC STOCKINGS TO WATERLESS DYED LACE, OUR HISTORY HAS BEEN WRITTEN AS THAT OF A BRAND IN CONSTANT EVOLUTION, ALWAYS LOOKING TOWARD THE FUTURE.

1916 - 1950
FOUNDATIONS

The foundations of a pioneering brand

Born in 1916 with the invention of the first synthetic stockings, Etam laid from the beginning the foundations for more modern, more accessible lingerie in tune with its time. In 1928, the opening of our first Parisian boutique on rue Saint-Honoré marked the beginning of our French roots, later reinforced by the development of workshops in northern France and the gradual affirmation of our corsetry expertise.

1950 - 1990
REVOLUTION

Revolutionizing women's comfort

Over the decades, we democratized lingerie that was freer, more comfortable and more accessible. From cotton to self-service stores, including automatic fitting and next-generation bras, we transformed the lingerie experience to support the evolution of women, their bodies and their lifestyles.

1990 - 2010
ACCELERATION

Digitalization and first responsible commitments

We brought our expertise into a new era with accelerated digital development and the launch of e-commerce as early as 2001. At the same time, we initiated a more sustainable transformation with our first organic cotton collections starting in 2007, while continuing to evolve our products and campaigns around a more liberated and confident femininity

2010 - 2024
INNOVATION


Structuring more responsible innovation

We intensified our transformation by placing innovation, responsibility and positive impact at the core of our development. New textile materials, more responsible fabrics, concrete solutions designed to improve women's lives, waterless dyed lace and the launch of the WeCare program in 2018 all shaped this key stage, built around three pillars: women, the planet and innovation.

2025 -
VISION

B Corp™ and building the future

As it approaches its 110th anniversary, Etam continues its evolution by embracing B Corp™ certification. This recognition highlights the company's commitment as it continues to evolve today: the result of more than a century of innovation, transformation and continuous progress. It marks a new milestone in our history and strengthens our ambition: to continue evolving fashion for women, with ever greater responsibility, innovation and positive impact.

A woman with long, wavy blonde hair is shown in profile, facing right. She is wearing a white, strapless, tube-style crop top and white, high-waisted, tube-style shorts. Her hair is blowing in the wind. The background is a clear, light blue sky with some soft, white clouds. The lighting is bright and natural, suggesting an outdoor setting.

"WE BELIEVE IN LINGERIE THAT ENHANCES THE BODY WHILE RESPECTING THE PLANET. GUIDED BY INNOVATION, WITH COMPLETE TRANSPARENCY, IN CONSTANT MOTION. FOR WOMEN, TO SHAPE THE CURVES OF A BETTER FUTURE."