



Etam × **Rouje**

A SUMMER ESCAPE TO THE SOUTH OF FRANCE

ETAM JOINS FORCES WITH ROUJE FOR AN EXCLUSIVE COLLABORATION, UNVEILING A LIMITED-EDITION SUMMER CAPSULE INSPIRED BY THE GLAMOUR OF THE FRENCH RIVIERA IN THE 1960S.

IMAGINED AS A SUN-SOAKED GETAWAY, THE CAPSULE COLLECTION CAPTURES THE SPIRIT OF ENDLESS SUMMERS IN THE SOUTH OF FRANCE, BRINGING TOGETHER ETAM'S SWIMWEAR EXPERTISE AND ROUJE'S RETRO, FEMININE AESTHETIC.

THE COLLECTION

THIS CAPSULE REINTERPRETS TIMELESS BEACHWEAR ESSENTIALS THROUGH A PALETTE OF CHOCOLATE BROWN AND VIBRANT RED, SIGNATURE SHADES OF THE PARISIAN LABEL. TEXTURED GINGHAM AND ICONIC FLORAL PRINTS SHAPE SILHOUETTES DESIGNED TO MOVE EFFORTLESSLY FROM BEACH DAYS TO SUMMER EVENINGS.

MINIMAL YET TIMELESS, THE DESIGNS PLAY WITH CRISS-CROSS STRAPS, DELICATE RUFFLES AND JEWELLERY-INSPIRED DETAILS REMINISCENT OF ROUJE'S SIGNATURE LIPSTICKS, LES FILLES EN ROUJE.

THE ONE-PIECES ARE DESIGNED TO BE WORN BEYOND THE BEACH, BLURRING THE LINE BETWEEN SWIMWEAR AND READY-TO-WEAR. THE COLLECTION EXPANDS INTO BODY-SKIMMING DRESSES, LIGHTWEIGHT CARDIGANS AND COORDINATED SWIMWEAR SETS, DESIGNED TO LAYER AND STYLE IN MULTIPLE WAYS.

BALANCING COMFORT WITH SENSUALITY, EACH PIECE IS CRAFTED TO ENHANCE THE SILHOUETTE WHILE EMBODYING THE CAREFREE, SUN-DRENCHED SPIRIT OF THE FRENCH RIVIERA.

ABOUT ROUJE

FOUNDED IN 2016 BY JEANNE DAMAS, ROUJE CELEBRATES AN INSTINCTIVE AND TIMELESS VISION OF FEMININITY, INSPIRED BY VINTAGE REFERENCES, CINEMATIC ALLURE AND THE UNDERSTATED ELEGANCE OF EVERYDAY PARISIAN STYLE.

THE ETAM X ROUJE COLLECTION WILL BE AVAILABLE FROM JUNE 23RD, 2026 ON ETAM.COM AND ROUJE.COM, AS WELL AS IN A SELECTION OF ETAM AND ROUJE STORES, WITH PRICES STARTING FROM €25.









CHÉRIE One-Piece Swimsuit



CHÉRIE Set



CHÉRIE Set



CHÉRIE Set



CHÉRIE Cardigan



CHÉRIE Dress



CHÉRIE Scrunchie



VICHY Bodysuit



VICHY Capri Pants



VICHY Set



VICHY Set



LIEN D'ÉTÉ One-Piece Swimsuit



LIEN D'ÉTÉ Set



Une pièce LIEN D'ÉTÉ



LIEN D'ÉTÉ Set



GABY Dress