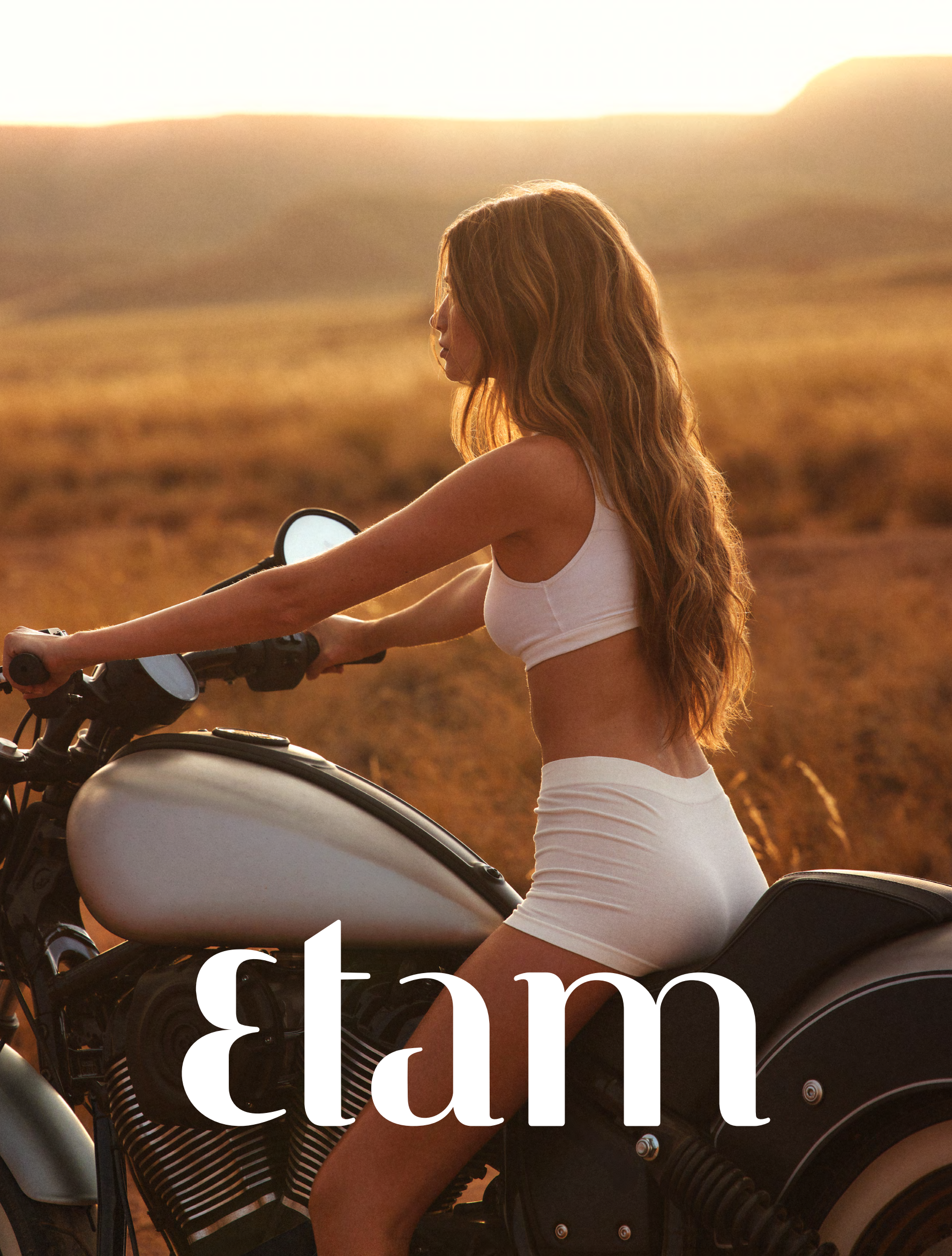




etam

PASSIONATE, CONFIDENT, FREE

ETAM, 110 YEARS OF HERITAGE. THE STORY CONTINUES.

Etam, a 110-year-old Maison, freer than ever. As the 2026 season begins, Etam opens a new chapter in its history. A new brand platform, a new visual identity, a new campaign: the Maison is evolving the way it expresses itself without turning its back on what has defined it since 1916.

Free to play with its codes and draw on its history without ever allowing it to become fixed in time. For more than a century, Etam has been by women's sides, embracing their bodies, their desires and their lifestyles.

Today, that story continues with the same drive: to turn every era into new creative inspiration.

THE NEW CAMPAIGN: A SILHOUETTE, AN ATTITUDE

A woman, a motorbike, the desert. Etam's new campaign draws on 90s culture and on women who became icons through their ability to embody far more than an image: an attitude, a sense of freedom, a way of being that could captivate an entire generation.

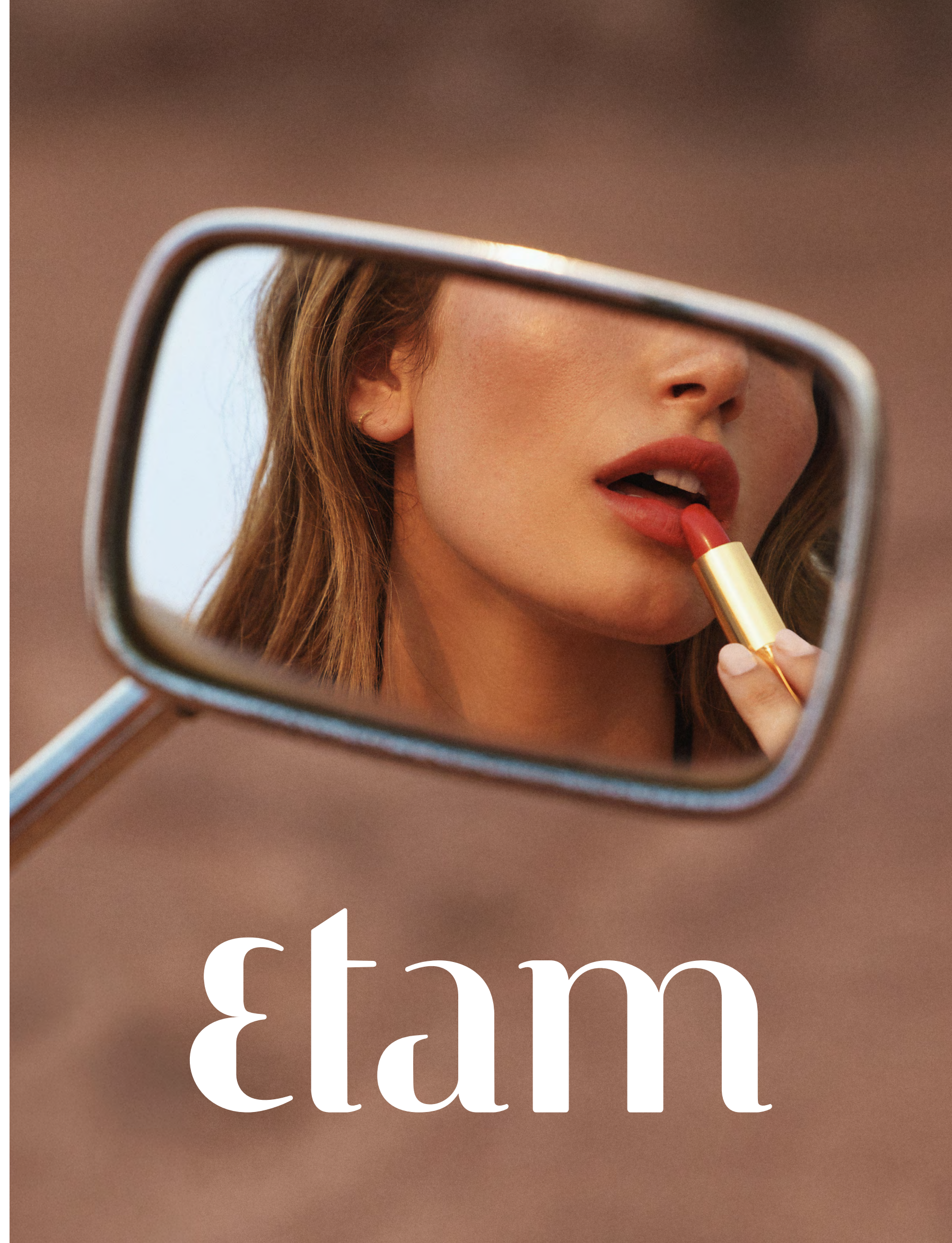
Against this wide-open horizon, the silhouette comes into its own and the body takes centre stage with an instinctive, almost cinematic sensuality. Cowboy Gangster Politician by Goldie Boutilier becomes the campaign's soundtrack, setting its pace: that of a woman who is free, confident and intensely alive.

FROM GENERATION TO GENERATION

Etam holds a special place in the memories of several generations of women. A brand you discover, rediscover and, sometimes, pass on.

Today, this shared story is enriched by a multitude of voices, bodies, personalities and passions. Etam will seek out these women, notably through a series of portraits by photographer Sonia Sieff, capturing what makes each of them unique.

A vibrant community where generations meet and stories echo one another.



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HOUSE OF ICONS - 29 SEPTEMBER 2026

During Paris Fashion Week, Etam is setting a different tempo this year. The brand presents House of Icons, a deliberately intimate evening at the Bus Palladium, an iconic Parisian venue, bringing together friends of the Maison to bring this new territory to life for one night.

Fashion, music and dance come together on one stage. The iconic dancers of Crazy Horse Paris embody this vision in a collective performance alongside a cast of distinctive personalities. Many, Goldie Boutilier, Sam Quealy and Noémie Ferst bring their voices, their worlds and their own ways of telling women's stories.

Different generations and expressions of femininity brought together for one night, united by the same energy.

110 YEARS OF SAVOIR-FAIRE

For 110 years, Etam's corsetry savoir-faire has been passed down and continually reinvented: in the precision of a cut, the design of lace, the construction of a bra, and the way a fabric meets the body.

This expertise spans generations and has shaped a heritage of gestures, silhouettes and images.

Today, this legacy is a living source of inspiration and a space for expression, allowing Etam to continue creating pieces, images and moments that will resonate with the same power tomorrow. Tomorrow's archives are being written today.

ETAM: KEY FIGURES

110 years of corsetry savoir-faire
833 stores worldwide, including 363 in France
Present in 40 countries
56 Nordstrom corners in the United States
Etam B Corp™ certified since February 2026

ABOUT ETAM

Founded in 1916, the Etam Group is an independent, family-owned French group specialising in lingerie and women's fashion. The Group brings together five brands, four of which are positioned in the lingerie segment: Etam, Undiz, Ysé and Livy, each catering to a different customer profile.





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