

IDOLE



SPECIAL LINGERIE

SEPTEMBER 23

Etam

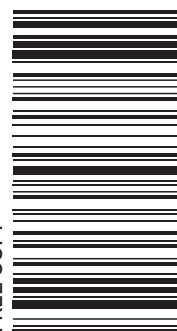
BACK TO SCHOOL WITH ETAM

Which Idole are you?

INTERVIEWS

Chloé Lecareux
and Paloma Coquant
share their thoughts

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CONTENTS

04. EDITORIAL

Our IDOLE, is you

06. MIX & MATCH

5 styles, 11 colors

08. LIFESTYLE

Which IDOLE are you?

10. KNOW-HOW

Our lingerie revealed

12. STYLE INTERVIEW

Olivia Grego, Etam studio director

16. HOROSCOPE

Back to school under the sign of IDOLE

18. LIFESTYLE NEWS

Mood and lingerie

20. BACK TO SCHOOL

Blended moods

22. FASHION INTERVIEW

Chloé Lecareux, model and content creator

26. ADDRESSES

IDOLE in Paris

28. PLAYLIST

IDOLE's playlist

30. COOL INTERVIEW

Paloma Coquant, committed actress and sports coach





EDITO

HELLO SEPTEMBER

Cool or sexy? Casual or chic? Back to school inspires an irresistible desire for gorgeous lingerie.

In this exclusive edition, we shed light on our new IDOLE lace, its craftsmanship, its color range, and its moods adapting to all aspects of your life.

For our latest campaign, which you might have seen in the streets this summer, we offer exclusive interviews, playlists, and great addresses... This back-to-school season, it's decided, our IDOLE is you!

The Etam team

5 STYLES 11 COLORS

TO PLAY IN TOTAL LOOK OR MIX AND MATCH

Let yourself be inspired by our new signature lace, an expression of our corsetry know-how. From this graphic lace, our creative studio has designed a collection of essentials composed of a multitude of styles and colors to collect.

IDOL is a celebration of all women, all their desires, and all their personalities.

From the casual triangle bra to the sexy push-up one, from vibrant blue to soft lilac, IDOL bras and bottoms accompany you in all aspects of your life. True allies for an everyday wear, they can be mixed endlessly to create lingerie that reflects your style, the one in which you feel confident and inspiring.

5 TOP STYLES

PLUNGING PUSH-UP N°2 - Volume is discreetly boosted in this underwired, padded bra.

THIN CUPS N°4 - The neckline is natural and delicately emphasized in this underwired, lightly padded bra that shapes without adding volume.

WIRE-FREE TRIANGLE N°8 - Without cups and underwires, this triangle bra reveals a plunging neckline

that enhances the chest, along with adjustable straps and a hook at the back for unbeatable support.

BALCONY N°9 - Constructed without cups and with underwires, the balcony bra reveals a plunging and sensual neckline that enhances the chest.

MINIMIZER HALF-CUP - The neckline is naturally enhanced with this bra through fine cups and underwires, reducing the volume for a -1 size effect.

Find your favorite number again!

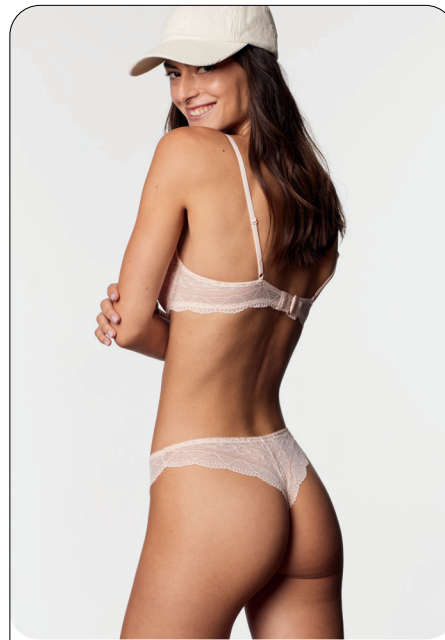
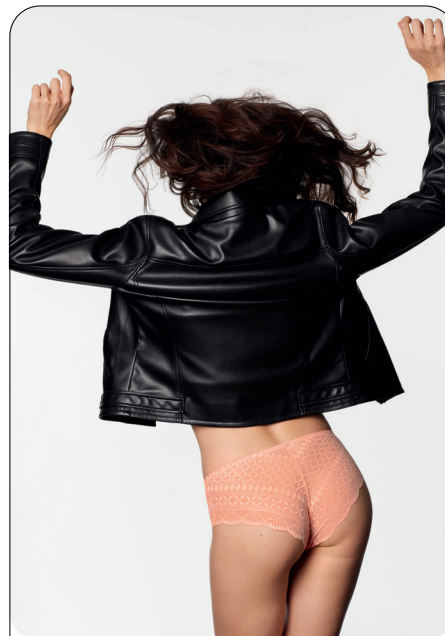
4 BOTTOM STYLES

Thong - Tanga - Briefs - Shorty

11 COLORS

White - Pearl - Pink - Lilac - Apricot - Powder Pink - Sky Blue - Indigo - Ink - Chocolate - Black



**CHILL****CASUAL****COOL & SEXY****DENIM****BY NIGHT****ROCK**

THE BEST OF YOU

WHICH IDOLE ARE YOU ?

IDOLE, is a lingerie line that adapts to all your moods. An exclusive signature lace that comes in a multitude of styles, to enhance all necklines and match with all outfits. And you, which Idol are you today?

IDOLE CHILL

Personality: Relaxed and serene.

Mood: Chill and casual at home, uncompromising lingerie to feel comfortable and in harmony.

Mix: A cozy half-cup bra under a lightweight pajama.

Palette: Powder Pink.

IDOLE CASUAL

Personality: Confident and independent.

Mood: Style and comfort finally blend, as sensual lace becomes a second skin.

Mix: A wire-free triangle bra under a cozy hoodie.

Palette: Indigo.

IDOLE COOL & SEXY

Personality: Audacious and nonchalant.

Mood: Lingerie that captures the essence of effortless glamour, for a cool and irresistibly sexy style.

Mix: A tee-shirt + hipster, and you're all set!

Palette: Powder Pink.

IDOLE EN DENIM

Personality: Self-assured and natural.

Mood: In everyday life, play on the contrasts between the beauty of precious lace and the minimalism of denim.

Mix: A thong under jeans, or a bodysuit under an overshirt.

Palette: White.

IDOLE BY NIGHT

Personality: Sophisticated and mysterious.

Mood: Let's party all night long, with captivating lace on bold cuts.

Mix: Worn inside-out, a push-up becomes a top, slipping under a blazer.

Palette: Ink.

IDOLE ROCK

Personality: Wild and sparkling.

Mood: Express your individuality and assert your free spirit with unexpected mixes.

Mix: Under a vinyl jacket, dare all combinations!

Palette: Apricot.

OUR LINGERIE LAID BARE

The latest signature lace designed by our creative studio is the result of meticulous research into our archives. It is the very expression of our corsetry know-how. Inspired by Art Deco motifs, it combines the roundness of the drop with the elegance of the fan.

A MORE RESPONSIBLE LACE

Made from recycled polyester fibers, IDOLE reflects our commitment to move towards a more sustainable and responsible fashion.

Combining technical knowledge with the century-old expertise of our workshop: that is the manufacturing secret of our lace, signed IDOLE.

We Care lace

lace cutouts

signature lace

drop-shaped motif

fan-shaped motif

Art deco inspiration

OLIVIA GREGO

ETAM STUDIO DIRECTOR



OLIVIA, YOU ARE ETAM'S STUDIO DIRECTOR. CAN YOU EXPLAIN WHAT YOUR JOB CONSISTS OF ? HOW DO YOU MANAGE TO TRANSMIT YOUR PASSION THROUGH OUR CHALLENGING COLLECTIONS ?

OLIVIA GREGO. My job involves in envisioning the collections of tomorrow and ensuring their creation with my team, while making sure they align Etam's spirit. They respond to trends, of course, but also to needs. We are determined to accompany all women in their daily lives and to make their dreams come through as well!

CAN YOU TELL US ABOUT THE NEW IDOLE COLLECTION AND WHAT MAKES IT UNIQUE ?

O.G. The new IDOLE collection perfectly aligns with Etam's desire to speak to all women in every moment of their lives: a style, a woman, and/or a desire. It's a unique lace, imagined by our Lingerie Creation Manager and co-created hand in hand with our lace partner, with whom there were long back-and-forth exchanges to meet our requirements. Indeed, we wanted it to be eco-responsible, beautiful while being suitable for everyday wear, and available in a wide range of colors.

« THE NEW IDOLE COLLECTION PERFECTLY ALIGNS WITH ETAM'S DESIRE TO SPEAK TO ALL WOMEN IN EVERY MOMENT OF THEIR LIVES »

WHAT ROLE DID OUR ARCHIVES PLAY IN CREATING THIS NEW LACE ?

O.G. An essential role! The question was how to create something new while remaining faithful to its history because, yes, lace is part of Etam's history. We gathered all our iconic laces to recreate IDOLE, a different and surprising lace, yet still and decidedly Etam. meet our requirements. Indeed, we wanted it to be eco-

responsible, beautiful while being suitable for everyday wear, and available in a wide range of colors.

WHY NAME IT IDOLE ?

O.G. For two reasons: to make this new line the new IDOLE of the brand and also to make it the idol of women, the lingerie that can fulfill their desires.

WHAT ARE THE UNIQUE ASPECTS OF IDOLE'S COLOR RANGE ?

O.G. The color range was designed in gradations. Powdery and pastel shades, neutral colors, and more intense tones like apricot, electric blue, or vibrant black: it's a range that allows you to wear the colors that suit you best and that represent you the most.

UP TO WHAT CUP SIZE IS THE COLLECTION AVAILABLE ?

O.G. Up to cup size E in stores and F online (depending on the styles). We also have a Minimizer style up to cup size G.

LACE IS PART OF THE WE CARE CSR PROGRAM; CAN YOU TELL US MORE ABOUT IT?

O.G. I would say Casual Chic (smiling) with a preference for the Balcony N°9 in Black, but I'm considering trying the Lilac one, the color of the season !

WHICH MOOD SUITS YOU BEST (CHIC, CASUAL, ROCK, COOL & SEXY...), AND WHAT ARE YOUR FAVORITE STYLES AND COLORS OF IDOLE ?

O.G. I would say Casual Chic (smiling) with a preference for the Balcony N°9 in Black, but I'm considering trying the Lilac one, the color of the season !



**REVEAL THE BEST OF
YOURSELF WITH IDOLE**

L'HOROSCOPE

DE LA RENTRÉE



AQUARIUS

January 21 - February 19

A month filled with sweetness. Despite your apprehensions, this back-to-school season will be smooth and full of pleasant surprises. Your loved ones will be enchanted by your infinite tenderness, and the stars will finally align. When it comes to lingerie, go for harmony !



PISCES

February 19 - March 20

A cozy back-to-school season. Get ready for a month filled with gentleness. Your goodwill naturally fulfills your projects. The planets have a message for you: the well-being you seek comes from sexy yet comfortable lace.



ARIES

March 21 - April 20

A month of good vibes. Creativity and audacity will make you shine: it's time to create the IDOLE mix and match that suits you and let your natural charm work wonders. You are ready to conquer the world with your new lingerie.



TAURUS

April 21 - May 21

A starry month. Don't be surprised if your friends can't resist the incessant urge to ask you where your self-confidence comes from. Open your heart and tell them the truth: the new signature lace IDOLE is the driving force behind all your days.



GEMINI

May 22 - June 21

A dazzling back-to-school season. A breath of renewal and success blows through your back-to-school season. You will bring your unique touch to everything you undertake. It all starts in your lingerie drawer. For this back-to-school season, stay true to yourself: BE THE BEST VERSION OF YOURSELF.



CANCER

June 22 - July 22

A back-to-school season in the colors of your (en)lives. Your back-to-school season will be laced with positive emotions in the colors of your lingerie. Adopt the IDOLE collection so that your feelings can express themselves as they wish.



LEO

July 23 - August 22

A casual back-to-school season. This month, your company is indispensable to everyone, and your well-being illuminates every room. Feeling beautiful and comfortable is your priority. Treat yourself to moments of relaxation and adopt casual and sexy underwear to feel at home... everywhere.



VIRGO

August 23 - September 22

A month of success. Your back-to-school season is in-cre-di-ble. Your routine will evolve: your essential morning coffee will now be accompanied by the choice of your lingerie: the IDOLE within you is eager to express itself as soon as you wake up.



LIBRA

September 23 - October 22

A cool back-to-school season. Your personality shines brightly this month. Your super cool tastes blend with your sexy nature. It's time to choose lingerie that reflects your true self: the new signature lace IDOLE will be the spokesperson for your sensuality.



SCORPIO

October 23 - November 22

A luminous back-to-school season. You thought you'd lose your tan... Yet, your back-to-school season looks sunny! Your projects come true, and success suits you. Audacity and determination will guide all your days. IDOLE will be the perfect ally to make your ambitions shine.



SAGITTARIUS

November 23 - December 21

Freedom is your mood. One word to define you this month: Free. Your ambitions flourish thanks to your open mind. You let yourself be carried away by positive emotions, and each of your desires finds satisfaction. Follow your instincts and be your own IDOLE.



CAPRICORN

December 22 - January 20

Joie de vivre and delicacy. Your back-to-school season will be completely feel-good. Your good mood will dazzle your entourage. Your days will be pleasant and light; your evenings will be gentle and restful. Opt for lingerie that expresses your cheerfulness with tenderness.





MOOD AND LINGERIE

AN UNEXPECTED CONNECTION



Lingerie is not just about appearances. It is much more than that – a secret weapon that, although hidden from the view of others, has immense power over our mood, self-confidence, and sense of well-being.

Let's start with the effect of lingerie choice on our state of mind. Waking up in the morning and choosing a lingerie set that makes us feel good is often the prelude to a successful day. Indeed, studies have shown that there is a direct correlation between lingerie choice and our emotional state: a lingerie set that we like can help us feel more confident, sexier, and more powerful. Let's take the example of a matching set, which, in the collective consciousness, embodies harmony and balance. It represents a certain form of order and coherence that can positively influence our mood. When everything is in harmony, it creates a feeling of stability and control, feelings that are likely to reassure us and boost our self-confidence.

Conversely, the trend of mix & match, which involves mixing lingerie pieces of different colors or patterns, can be seen as a form of personal expression, a way to let our creativity shine. This can give us a feeling of freedom and individuality that boosts our mood. Mix & match is a playful way to break away from monotony and infuse novelty into our daily routine.

In the end, whether you are a fan of matching sets or mix & match, the important thing is to choose lingerie in which you feel comfortable and that reflects your personality. After all, lingerie is the first garment we put on in the morning: it might as well put us in a good mood for the entire day!

CHLOÉ LECAREUX

MODEL AND CONTENT CREATOR

IN ADDITION TO BEING A MODEL, CONTENT CREATOR, AND TALENT SCOUT, YOU ARE NOW – AND WE COULDN'T BE MORE EXCITED – AN ETAM AMBASSADOR. HOW DO YOU SEE THIS NEW ROLE ?

CHLOÉ LECAREUX. I'm super excited! I am proud to represent a brand that celebrates beauty and self-confidence. Etam embodies femininity and diversity, and I am thrilled to spread those shared values.

YOU'VE BEEN PART OF THE SQUAD FOR A LONG TIME, WHAT IS YOUR CONNECTION WITH THE BRAND ?

C.L. I had the chance to participate in the 2020 Live Show, it was on Boulevard Haussmann in front of the Paris flagship store, and I have an absolutely magical memory of it! As I have always loved the brand, I was very nervous at the time during the casting, my brother was accompanying me, and I think he was even more nervous than me! I really love Etam's fashion shows; they are out of the ordinary.

YOU PARTICIPATED IN THE IDOLE COLLECTION CAMPAIGN, WHAT DO YOU THINK OF THIS COLLECTION ?

C.L. I love it! It's a colorful and super comfortable collection that you can wear all day long.

UNDERNEATH OUR CLOTHES, OUR LINGERIE HUGS OUR CURVES AND SUBTLY ENHANCES OUR SILHOUETTE. YET, WE ALSO WANT OUR UNDERWEAR TO BE PRETTY, PLEASANT, AND REPRESENTATIVE OF OUR PERSONALITY. WHAT IMPORTANCE DOES LINGERIE HAVE FOR YOU? DOES IT INSPIRE YOUR LOOKS OR DO YOU ADAPT IT TO THEM ?

C.L. I love playing with my looks and, above all, being comfortable in my clothes. So, a piece of lingerie is just as important, especially with an oversized shirt under which you can wear pretty, colorful, and comfortable lingerie. I think lingerie inspires me a lot when I start putting together my outfit; I choose it based on the color and comfort I'm looking for.

OUR IDOLE COLLECTION FEATURES LACE FOR ALL OUR ENVIES AND MOODS. WHICH MOOD REPRESENTS YOU THE MOST: CASUAL, COOL & SEXY, ROCK, CHIC ?

C.L. Cool and sexy 100%! I'm team triangle bra without underwire, but I also love the dark blue balconette, which I can't get enough of.

WHEN IT COMES TO LINGERIE, ARE YOU MORE INTO TOTAL LOOK OR MIX & MATCH ?

C.L. Mix & match in real life and total look on Instagram (laughs).

«I AM PROUD TO REPRESENT A BRAND THAT CELEBRATES BEAUTY AND SELF-CONFIDENCE... I AM THRILLED TO SPREAD THE VALUES THAT I SHARE »

THEY SAY COFFEE IS ESSENTIAL TO START THE DAY, BUT IT SEEMS THAT LINGERIE IS TOO. IN YOUR OPINION, DOES LINGERIE INFLUENCE YOUR MOOD, OR IS IT THE OTHER WAY AROUND ?

C.L. Yes, it's the very first thing we grab from our wardrobe, so it's important to have a beautiful and comfortable set to start the day off right.



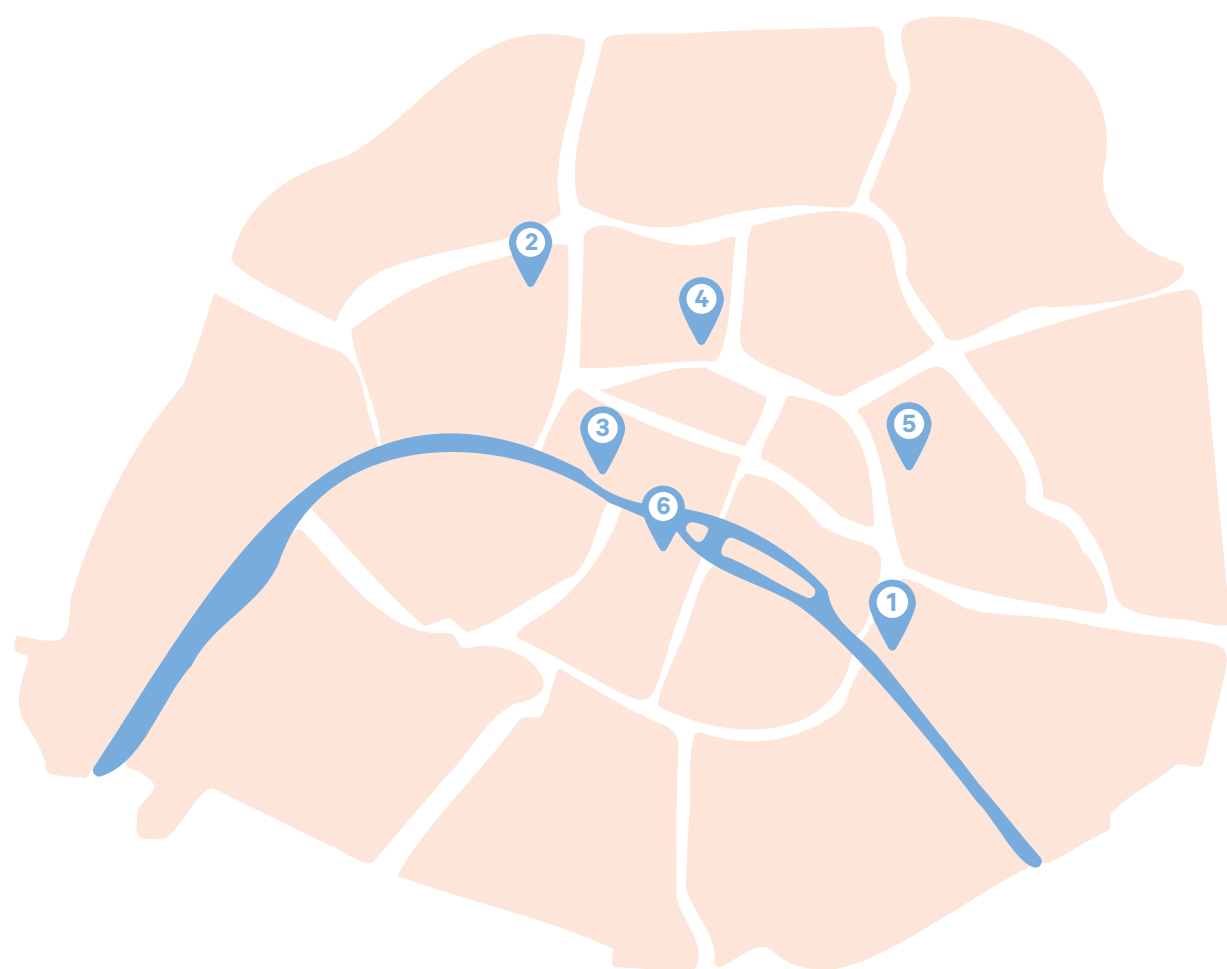


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IDOLE IN PARIS

ETAM'S MUST-VISIT ADDRESSES

Are you planning a little Parisian getaway? Here is a list of our essential «places to be» based on your current IDOLE mood.



IDOLE ROCK

SUPERSONIC
9 RUE BISCORNET
75012 PARIS

From dusk till dawn, IDOLE enjoys the pop-rock nights at Supersonic: free concerts, discovery of artists from all over, themed parties... Under it's rock looks, it slips into it's favorite comfortable IDOLE set to set the dance floor on fire with style and comfort.



IDOLE CASUAL

LE PARC MONCEAU
35 BD DE COURCELLES
75008 PARIS

IDOLE strolls through this elegant 17th-century park. Under it's chill look, she wears her favorite ultra-comfortable IDOLE set. Feeling super relaxed, it observes the birds, draws the trees, and listens to music in this romantic setting.



IDOLE DENIM

MUSÉE DES ARTS DÉCORATIFS
107 RUE DE RIVOLI
75001 PARIS

IDOLE recharges and finds inspiration in the design works of the Museum of Decorative Arts. It travels through time and artistic movements, from the Middle Ages to Art Deco. Under it's jeans, she wears lace with patterns that find a certain resonance there.



IDOLE BY NIGHT

LE PALACE
8 RUE DU FAUBOURG
MONTMARTRE - 75009 PARIS

At the Palace, IDOLE attends numerous performances. It lives for the night and pays tribute to it by going to this legendary place that marked Paris' nightlife history. She will soon immerse herself in the frenzy of wild parties from the 80s, with an exceptional event coming up on September 26th.



IDOLE COOL & SEXY

BAMBINO
25 RUE SAINT-SÉBASTIEN
75011 PARIS

At Bambino, IDOLE enjoys her glass of wine in a warm and musical atmosphere inspired by Tokyo's disco bars. She embraces the cool mood of the place and its incredible sound system, revealing funky, jazzy, and disco notes. Under her black blazer, she reveals sexy lace that accompanies her all night long.



IDOLE CHIC

LAPÉROUSE
51 QUAI DES GRANDS AUGUSTINS
75006 PARIS

IDOLE visits this place where time stands still, to enjoy her lunch in complete privacy in a dimly lit setting. Her Parisian elegance moves through her gaze, gestures, words, and her outfit, under which lies the expression of a corsetry savoir-faire: a chic and feminine signature lace.

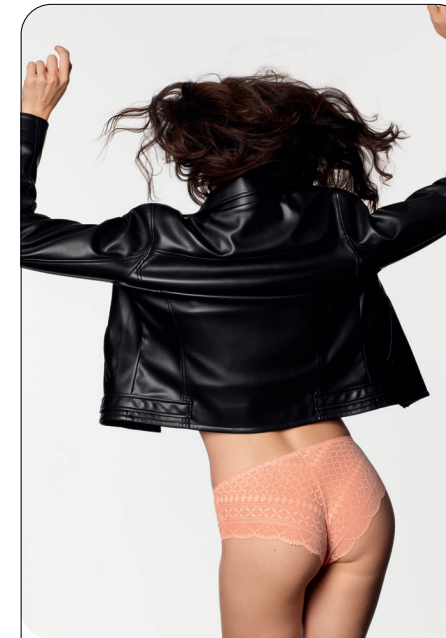
IDOLE'S PLAYLIST

PLAYLIST THE SOUNDS OF THE SEASON



CASUAL

- Snooze - SZA
- Easily - Bruno Major
- Moonlight - Kali Uchis



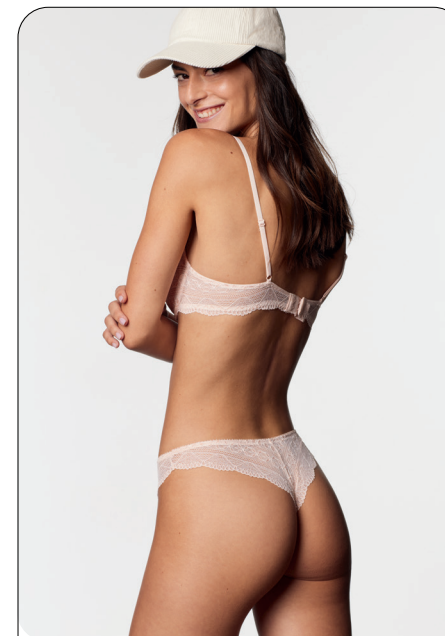
ROCK

- Why'd You Only Call Me When You're High? - Arctic Monkeys
- Come Together - The Beatles
- She's Electric - Oasis



BY NIGHT

- People Ain't Dancing - Billen Ted, Kah-Lo
- Poison - Klaus Veen
- On My Mind - Diplo, Sidepiece



COOL ET SEXY

- Summer renaissance - Beyoncé
- Players - Coi Leray
- SexyBack - Justin Timberlake, Timbaland



CHILL

- Karma - Taylor Swift
- The perfect pair - beabadoobee
- J'aurais aimé - Elisa Kwamé



DENIM

- Blue Jeans - Lana Del Rey
- Japanese Denim - Daniel Caesar
- Naive - The Kooks

PALOMA COQUANT

ACTRESS AND FITNESS COACH

ON INSTAGRAM, YOU POSTED A DEEP AND TOUCHING MESSAGE, IN WHICH YOU SHARE YOUR PERSPECTIVE ON YOUR BODY AND ITS EVOLUTION. YOU MENTION THE LONG STRUGGLE YOU HAVE HAD WITH YOUR BODY AND THE COMPLEXITY OF TRULY RECONCILING WITH ONESELF. WHAT ADVICE WOULD YOU GIVE TO WOMEN OF ALL AGES WHO STRUGGLE TO ACCEPT THEMSELVES ?

PALOMA COQUANT. Surround yourself with people, both men and women, who respect your body, don't impose any expectations, and offer kindness and compassion. If you are someone who can't escape the judgment of others, it's crucial that others make you feel perfect as you are.

WHAT DOES THE ETAM BRAND REPRESENT TO YOU?
P.C. Love for all women, of all shapes, ages, and colors. Women, in all their glory!
 It's unimaginable for me today to tell women that they need to conform to a certain standard of beauty. We all have our complexes, there's no need to cultivate them

**«FEELING BEAUTIFUL
IN UNDERWEAR IS
EMPOWERING. AND WE ALL
POSSESS THAT POWER. »**

or present a physical appearance that we will never achieve. Etam highlights our assets without making us feel self-conscious, and that resonates with me.

HOW DOES IT HARMONIZE WITH YOUR VALUES AND BELIEFS?

P.C. Etam does not advocate for the perfect body. And when I say perfect, I mean the standards that have been imposed on us for so long. The models of the 90s do not represent all women and should no longer be the references today. Etam embodies Woman in all its

forms and representations. We are all perfect as we are. It is unthinkable for me today to tell women that they need to look a certain way to be beautiful. We all have our complexes; there's no need to cultivate them or present a physical appearance that we will never achieve. Etam highlights our assets without making us feel self-conscious, and that resonates with me.

WE ARE DELIGHTED THAT YOU PARTICIPATED IN THE IDOLE CAMPAIGN. WHAT DO YOU THINK OF OUR NEW SIGNATURE LACE ?

P.C. It's very simple, I wear it every day. I even went to the store to stock up on it. The colors are super pretty, and honestly – I've always bought my underwear from Etam – this is the most comfortable range I've ever worn.

WITHIN OUR NEW COLLECTION, EACH MOOD IS EXPRESSED THROUGH THE LACE. WHICH MOOD REPRESENTS YOU THE MOST: CASUAL, COOL & SEXY, ROCK, CHIC ?

P.C. Personally, I feel sexy even when dressed very simply; as long as I wear underwear that makes me feel beautiful, a pretty set underneath, jeans, a shirt, and I'm good to go. When we feel sexy on the inside, it also shows on the outside.

WHEN IT COMES TO LINGERIE, ARE YOU MORE INTO TOTAL LOOK OR MIX & MATCH ?

P.C. I have a passion for black sets. I almost only have those. Mix & match is not for me.

NO ONE SEES IT EXCEPT US, BUT OUR LINGERIE IS THE FIRST CHOICE WE MAKE EVERY MORNING. FOR YOU, IS IT THE FIRST IMPULSE THAT MAKES US FEEL BEAUTIFUL AND COMFORTABLE ?

P.C. Lingerie is our second skin. We need to feel good and beautiful in it before we can add layers. And it's ourselves that we need to please in underwear. So whether you love colors, mix & match, solids, bodysuits, whatever it is, always make that choice for yourself. Feeling beautiful in underwear is empowering. And we all possess that power.

