

# WeDareLab

ETAM GROUPE

## Together we will invent the future of lingerie

A custom-made acceleration program  
dedicated to young lingerie and swimwear brands

*Etam*

**undiz**

*Maison* 123  
PARIS

**L I V Y**

*ysé*





# Together we will invent the future of lingerie

Making fashion more sustainable, rethinking the universe of lingerie and responding to new consumption patterns: this is our responsibility as a major player in the sector. The Etam Group is committed to new generations of entrepreneurs with a program to accelerate start-ups. The WeDareLab.

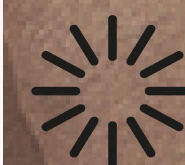
## Our vocation

With a constantly evolving century-old know-how, and being the leader on the lingerie market with more than 1,400 stores worldwide and over 20 years of e-commerce expertise, the Etam Group wishes to affirm its values of innovation and customer-oriented eco-responsibility with a completely new program.

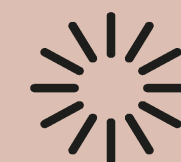
## Our mission

Providing brands with all our skills, expertise and know-how to support young entrepreneurs dedicated to their development.

You are a responsible, innovative, ambitious and committed brand? Join our accelerator and together, let's shape the future of lingerie.



# The Program







**6**

**MONTHS**  
renewable once



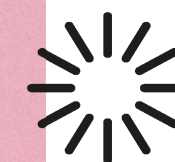
**5**

**BRANDS**  
maximum  
per promotion



**100**

**YEARS OF INNOVATION**  
at your service







# Working Environment

The promotion selected brands will have at their full disposal:

## Office

An 200m2 open-space within our headquarters in Clichy, near Paris, giving you direct access to our resources.

## Meeting and fitting rooms

2 meeting rooms to meet the coaches and discuss with them.

1 fitting room for your products development.

## Workshop

Privileged access to our Tech-Center near Lille (1 hour by train from Paris) and its sewing machines that are both historic and state-of-the-art.







# Custom-made program

The promotion selected brands will have at their full disposal:

## 1 Manager

Full-time manager of the WeDareLab to guide you within the Etam Group.

## 1 Mentor

Member of the Etam Group Management Committee specifically dedicated to your brand.

## Expert coaches

In their fields to support you on a daily basis, understand your issues and help you accelerate your development.

## Workshops

Adapted to your needs: Marketing, Sourcing, Retail, Digital, Buying, Import, Fitting, Stock management, Entrepreneurship, Project management, Finance, HR, Supply Chain, Legal, Accounting...

## Masterclasses

Sourcing eco-responsible fabrics, fund-raising, opening your pop-up store...







**Exceptional  
network**

The promotion selected brands will have at their full disposal:

## **La Caserne showroom**

A showroom in the center of Paris at La Caserne, the branding new eco-responsible fashion ecosystem to receive your customers, organize Press or Wholesale days....

Access to the photo studio and the Fablab.

## **Fabric sourcing**

450 partner suppliers in more than 20 countries.

Access to our 5 sourcing offices: Europe, Shanghai, Hong Kong, Dhaka, Istanbul.

Access to our Material Lab: physical and digital library of eco-responsible fabrics.

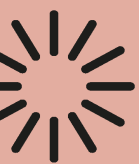
## **Retail & digital distribution**

Opportunity to study the distribution or promotion of brands' products within our network of stores or our e-commerce sites (+2 million unique visitors per month).





# Join the program







# Your Profile

**You already have a turnover**

**You already have launched  
at least two collections**

**You already have a committed  
community on social networks.**



# Your Category

**Lingerie**

**Loungewear & homewear**

**Swimwear & beachwear**

**Accessories related to lingerie:  
legwear, pouches, etc.**



# Your Commitment

**You have a strong societal commitment**

**You want to transform lingerie  
codes on the market**

**Your values are similar to ours:  
rigour, daring, empathy and elegance**





# Program Sponsors







***“We look forward to sharing our experience,  
our innovations and our ecosystem  
as a whole with next-generation brands  
to enable them to accelerate  
their development”***

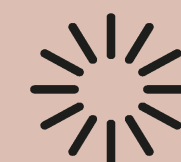
**LAURENT MILCHIOR**  
Joint-Managing Director  
Etam Group

**ALEXIS GURDJIAN**  
Deputy CEO  
Etam Group





# Brands Testimonials







**L O L O**

***« Thanks to meetings, coachings and resources provided by Etam Group, we were able to make concrete progress on certain key topics for our business.***

***WeDareLab is the ideal support for a start-up in the lingerie industry who is looking for the right foundations to accelerate. Discussing with people who know our market is a real added value! »***

**OCÉANE BRIÈRE & MÉLISSA PERRAUDEAU**

**Co-founders**

**Lolo Paris**

**Promotion 1 WeDareLab**





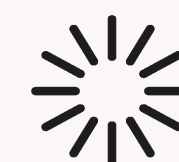


# albertine

***« This program was a making-decision tool,  
especially on the subject of logistics.  
It also allowed us to inform ourselves, to question ourselves  
and assert ourselves on our CSR commitments. »***

***Undoubtedly, we will remember the many meetings  
we have had within the Etam Group. We were lucky  
to be introduced to very competent people,  
open and ready to help us on many topics key for us. »***

**ANÉMONE & CAROLINE ANTHON**  
Co-founders  
Albertine  
Promotion 1 WeDareLab

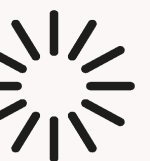




# Partnership

LA  
CASERNE

la boussole





# Are you ready ?

Application form available on  
[www.WeDareLab.com](http://www.WeDareLab.com)

