



LOOKBOOK | 2023



MEET ETNA



## ABOUT US

Inspired by the beauty and power of nature in Italy and Turkey, our team creates high-quality and comfortable shirts for women.

We adore shirts that are suitable for any occasion. Etna shirts can be combined with any garment and accessories to allow you to say whatever you want about yourself while keeping silent about those things that should remain a secret.

The customer's value of comfort is our highest priority. We equally value the resources that are used for the production of our clothing: only eco-friendly materials, only natural and high-quality fabrics, only responsible production and adequately remunerated employment.

We see how beautiful the world is, but we also understand how fragile it is and that balance is important in everything. By profiting from our products, we share with those who need help. Etna shirts increase the degree of goodness in the world.

Etna shirts readily withstand the demands of consumers and competition in the markets, since the demand for comfort and the expression of inner freedom through beautiful clothes is driven by the natural need of women who understand the value of every moment of life.



## ABOUT THE COLLECTION

The first collection by Etna makes a journey into the beauties and the millenary history of Sicily. Taking inspiration from this wonderful island in the middle of the Mediterranean, the collection of 7 shirts was designed in white colour – the colour of pure chalk, which recalls the wonderful baroque palaces, the sunlight and the foam of the sea.

Etna created this collection for a modern woman, who doesn't neglect her romanticism with the desire for freedom and elegance - who doesn't betray her comfort for the style, but allows herself to combine these two together. Shirts are made from satin and cotton of premium quality so that women could feel free and comfortable from morning to evening while wearing Etna. Lush sleeves remind of the island's hills and mountains, while the oversized fit points to the soul of the brand - Sicilian volcano Etna.

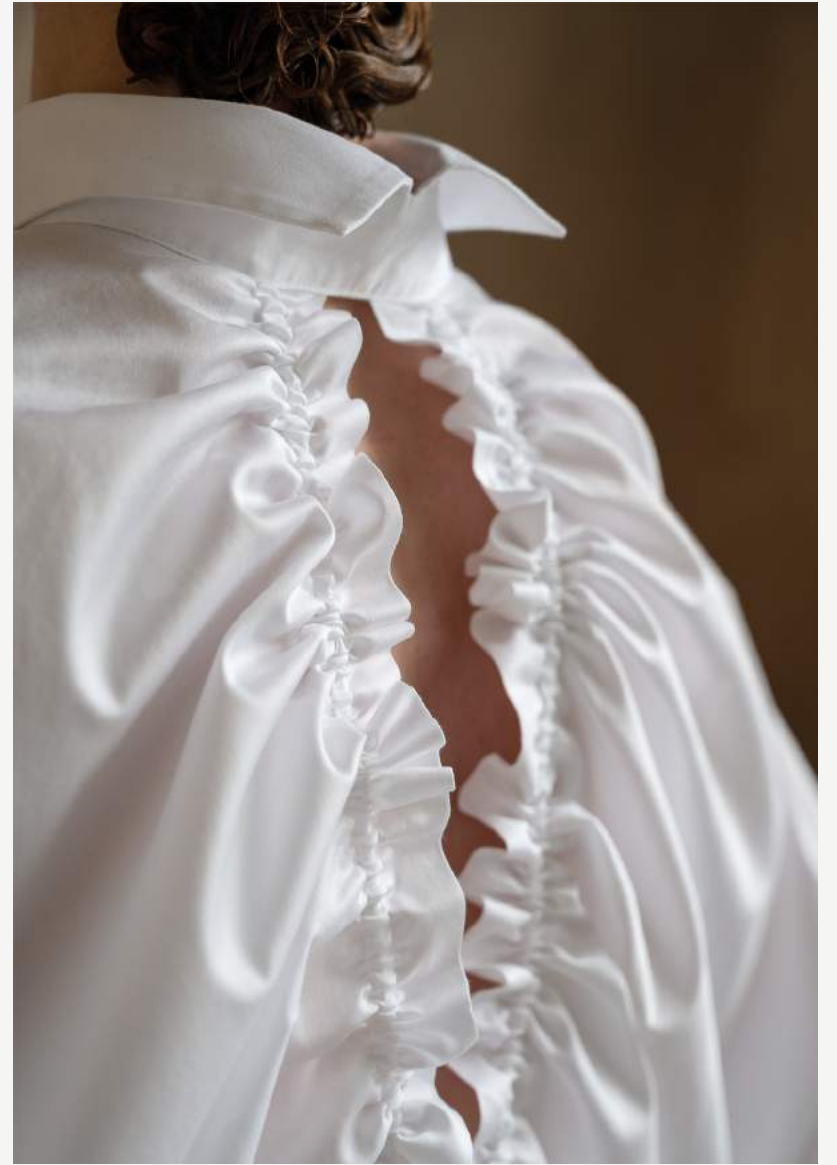
For centuries the flora and fauna of the Italian lands have been an inspiration for artists. One of the most vivid forms of art is music: intangibly it can embody the idea into sounds and eventually melody. Every shirt by Etna is carrying the certain sound that will be a part of the unique melody of your style.





## PRIMA AURORA DELL'ETNA

Prima Aurora dell'Etna is the model that opens the enigmatic melody of the collection by uniting elegance and comfort in the perfect unison. Wide short sleeves and modern cut-out on the back merge into the oversized design of the shirt that resembles a butterfly. The name of this model is not a coincidence: Aurora dell'Etna is a popular butterfly that inhabits areas around Etna volcano. Prima Aurora dell'Etna – is the pure metamorphosis of your style.



# SECONDA

Seconda develops the melodic progression of Etna by embodying comfortable elegance and freedom of style together. Oversized dropped shoulder shirt has exquisite cuffs that are highlighted by pearly buttons. When Seconda is tucked, the stylish touch of suspenders will unveil the bold transformation of the shirt.









## TERZA

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Terza skillfully mixes classic with casual: it is easy to transform this model from classic long-sleeved white shirt into its more casual version by rolling up the sleeves. The length of this model allows you to experiment with the look by tucking Terza into your favourite pair of pants or a skirt. Feel the freedom of elegance in Terza by Etna.







## QUARTA

Quarta is a harmonious combination of the oversized fit and puffed sleeves that have a gentle cut-out on the shoulders. Unique sculptural quality of sleeves is achieved by using natural thin gabardine that is weaved with a high density. You can wear this model with anything you like to create a perfect resolution for this part of the melody: Quarta will reveal the bright tonality of your style.





## QUINTA

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Quinta is the «perfect fifth» of the collection that will add a bright tone to the whole composition of your outfit. Comfortable cut of sleeves is distinguished by an arrow-like pleat. Bell shaped cuffs with pearly buttons underline the oversized fit of the shirt. The flounce in the front resembles an elegant sail that flutters with a shimmering tint at every step of the way while wearing Quinta.







## SESTA

Sesta skillfully couples the weightlessness of delicate cotton with the thought-out mesmerising design of this model. All details of Sesta will come to life with every movement of your body, making each gesture into the unique signature of your style. Shadows between the folds of the fabric create a dramatic contrast, while flounce sleeves add mystery to the whole look.





# SETTIMA



Settima captivates eyes with a magnificent frontal ruffle-trim: it resembles musical staff that completes the collection with an airy sound. Loose fit of the dropped shoulder shirt makes Settima comfortable at any occasion while organic cotton simultaneously feels good on the skin. Cuffs are distinguished by a refined ruffle-trim, which adds the crucial accent to the look. The owner of Settima carries Etna's first symphony that is threaded in between the lines and cuts of the shirt.






# ETNA COLLECTION



# CONTACT US

We appreciate the partnership based on the sharing of common values and will be happy to discuss the terms of collaboration and cooperation. Please send information to [info@etnashirts.com](mailto:info@etnashirts.com)

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