GUESS
yamamay

YAMAMAY AND GUESS: THE SUMMER 2026 DROP IN STORES

June 2026. After the success of the spring edition dedicated to underwear, the collaboration between Yamamay and GUESS continues with the second seasonal drop of the capsule collection launched last April. Designed for him and for her, the new offering celebrates summer through a complete beachwear collection, consisting of swimsuits, beachwear clothing, and accessories designed to accompany the hottest season with style and personality.

The absolute protagonist of the capsule is the animal print, an iconic element that has always united the aesthetics of the two brands and that is here reinterpreted in a contemporary key through refined textures, sensual silhouettes, and details with a strong character. A visual common thread that runs through the entire collection, creating a bold, sophisticated, and strongly contemporary imagery.

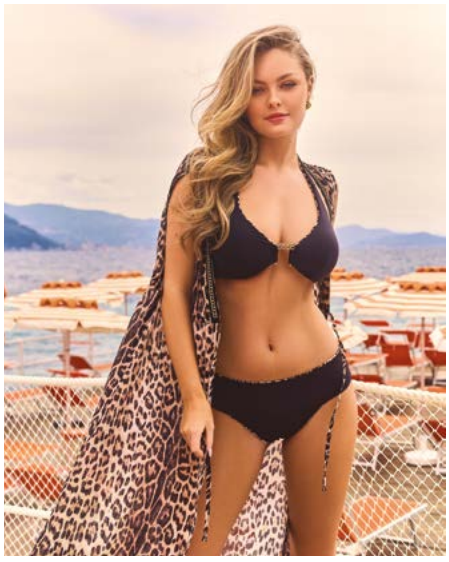
The collaboration thus confirms the meeting between GUESS's glamorous DNA and Yamamay's expertise in the world of lingerie and swimwear, resulting in a versatile and distinctive offering, designed for a summer characterized by femininity and style.

The summer capsule collection, available from today in Italy and internationally exclusively in Yamamay stores and online at yamamay.com and guess.eu, is at the center of the new joint advertising campaign signed by photographer Alina Troyan. Set along the Ligurian coast, the campaign tells of a summer with Mediterranean charm through bright and sensual images, capable of evoking sophisticated and relaxed atmospheres at the same time. The creative direction was directly curated by Paul Marciano, Co-founder and Chief Creative Officer of Guess?, Inc.

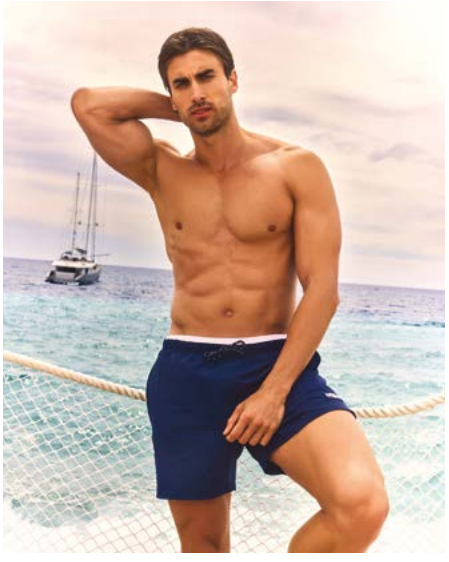
The **women's beachwear collection** is created using a high-performance soft-touch fabric made from recycled fibers, combining comfort and quality. The star is the animal print, paired with black or, in a bolder version, with red. This motif becomes the common thread throughout the entire line, along with chain-shaped jewelry accessories and logo details that add a glamorous touch to the collection.

There is a wide variety of styles available in both color options. The black and animal print selection includes a double-face padded triangle bikini, a padded bandeau top, and an underwired bikini top with removable cups. Completing the looks are Brazilian briefs and mid-rise bottoms, both double-face for greater versatility. Also included is a black one-piece swimsuit with underwire and removable cups, enhanced by an animal print lining. The red and animal print line features: an underwired bikini top with removable cups, similar to the black version; a sliding triangle top with removable cups in a red and animal print color-block design, to be paired with mid-rise bottoms, Brazilian briefs, or tie-side bottoms for easy mix-and-match styling. This is completed by a one-piece swimsuit with removable cups, offered in an asymmetric red and animal print version with bold cut-out details on the front.

The styles are embellished with refined logo details and gold chain-shaped jewelry accessories, adding a glamorous and sophisticated accent. The collection is completed by coordinated garments and accessories in animal print, including a short kaftan with a V-neck, a long open sleeveless kaftan in crinkled voile, and a beach towel.



The **men's beachwear collection** includes a range of pieces designed to combine style and functionality. It features two patterned boxer shorts made from technical polyester fabric with recycled fibers: one in a blue paisley/bandana print, and one in a green/blue floral print with denim-effect details. All items are branded with the YGuess logo.
The collection also includes variants of stretch technical fabric boxers with a more sporty and minimal design, perfect not only as swimwear but also as shorts for leisure and sports activities, along with a brief-style option.
To complete the look, the collection offers short-sleeve crewneck T-shirts in Supima® cotton jersey, ideal for comfortable summer styling, and a coordinating beach towel featuring the YGuess logo.



"*This partnership with GUESS is part of a broader plan of international collaborations that our brand has always developed and promoted. It is a path that allows us to offer our customers products that are always new and unique on the market. In this capsule, Yamamay's Italian style blends with GUESS's unmistakable Californian spirit, creating a collection that celebrates Mediterranean beauty with an international perspective. We are confident that our customers will appreciate this vision and the meeting of two such distinctive stylistic identities."*
Gianluigi Cimmino, CEO of Yamamay

"We are excited about this collaboration, which perfectly captures the essence of both brands. This capsule is a seamless blend of Yamamay's refined Italian sensuality and GUESS's bold, youthful California DNA. The result is a collection that feels both authentic and fresh, a true expression of our shared vision and creative synergy"
Paul Marciano, Co-Founder and Chief Creative Officer of GUESS?, LCC.

ABOUT GUESS?, LCC

Guess?, Inc. designs, markets, distributes and licenses a lifestyle collection of contemporary apparel, denim, handbags, watches, eyewear, footwear and other related consumer products. Guess? products are distributed through branded Guess? stores as well as better department and specialty stores around the world. On April 2, 2024, the Company acquired all the operating assets and a 50% interest in the intellectual property assets of New York-based fashion brand rag & bone, a leader in the American fashion scene, directly operating stores in the U.S. and in the U.K., and also available in high-end boutiques, department stores and through e-commerce globally. As of November 1st, 2025, the Company directly operated 1,058 retail stores in Europe, the Americas and Asia. The Company's partners and distributors operated 507 additional retail stores worldwide. As of November 1, 2025, the Company and its partners and distributors operated in approximately 100 countries worldwide.

For more information about the Company, please visit www.guess.com

YAMAMAY

Yamamay was born in 2001 from a Gianluigi Cimmino's idea. And since he strongly believed in the growth potential of the underwear market and the retail world, he asked his family to face a new business challenge. Italian beauty drives the brand since its very beginning. Yamamay has become in the years a reference for customers in the underwear and beachwear market, developing a network of more than 600 mono-brand stores in the world. The product range includes underwear, lingerie, corsetry, beachwear, clothing, accessories for woman and man. Yamamay store is the place to buy high quality products at a reasonable price while living an emotional, creative and engaging experience. Yamamay products are glamourous, sexy, colorful and elegant, they have been created for fashionable customers and perfectly represent excellence and Italian style.