yamamay
GUESS

YAMAMAY AND GUESS PRESENT A CAPSULE COLLECTION FOR SPRING/SUMMER 2026

April 2026. The collaboration announced last December between **Yamamay** and **GUESS** comes to life with the presentation of the new **Spring/Summer 2026 Capsule Collection**, jointly created by the two brands. Designed for both men and women, the capsule is divided into **two distinct seasonal drops**: the **Spring release** offers a selection of **lingerie**, **underwear**, and **sleepwear**, while the **summer drop** is dedicated to **beachwear**, featuring swimsuits and seaside accessories, completing the offering with pieces ideal for the warmest season. The animal print, which has always been a common thread in the stylistic identity of both brands, has been chosen as the leitmotif of the capsule and reinterpreted in different ways for both underwear and beachwear.

The **spring capsule collection**, available starting today in Italy and internationally exclusively in Yamamay stores and online at yamamay.com and guess.eu, is the focus of a joint advertising campaign shot by American photographer Josh Ryan. The creative direction was handled directly by Paul Marciano, **Co-founder and Chief Creative Officer of Guess?, Inc.**

"*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?, Inc.

PRODUCTS

For women, the animal print takes center stage, serving as the common thread across all the capsule's drops.

UNDERWEAR

The **women's underwear collection** is developed in two proposals: the first is romantic and feminine, designed to add a touch of sensuality to the look; the second features more basic lines, intended for everyday wear.
The first includes the following styles and features: balconette, push-up, bodysuit, Brazilian briefs, and thong, all made with a lace trim featuring butterfly-shaped embroidery with contrasting animal print patterns, elastic tulle, and satin details. It also includes a padded bodysuit in shiny charmeuse with a satin-effect finish, featuring a decorative garter belt.
The second proposal, on the other hand, consists of all-over animal print designs made from an ultralight fabric, created to be invisible under clothing. The fabric is weightless and provides a pleasant sensation of comfort and softness when worn, with a "second skin" effect that naturally adapts to the body's movements. The styles include: a bralette with preformed cups and removable padding; a triangle bra with preformed cups; Brazilian briefs and panties. All items are made using ultra-flat bonding technology and laser-cut finishes.

The **lingerie collection** consists of a top and culotte set in an animal print developed in contrasting purple and black tones, along with an asymmetrical slip dress, all made from viscose satin using Lenzing™ Ecovero™ and lace. In the same animal print, a canvas shopper bag is also offered. The sleepwear collection, presented in an all-over animal print, includes the following styles: a top with frill details on the neckline and hem; a short-sleeved shirt with a masculine cut, featuring a collar, buttons, and piping details; and two pairs of shorts—one with a flared cut and the other with turn-up hems and piping details. All pieces are made from soft jersey fabric with Tencel™ Modal. The fiber structure of this material makes it especially soft and dry against the skin. The items are designed to be easily mixed and matched.

The **men's underwear collection** features a boxer brief style made from stretch cotton jersey, available in three color variations with a Yamamay–GUESS logo waistband. With the sale of these boxer briefs, Yamamay contributes to the Better Cotton mission.

BEACHWEAR

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.

About GUESS?, Inc.

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.