yamamay

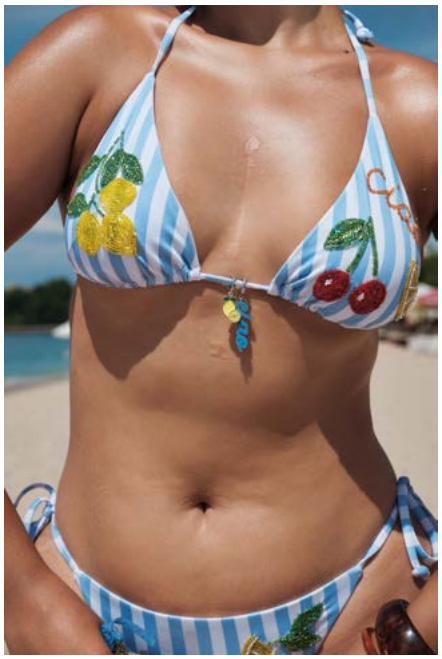
BABY BLU FOR YAMAMAY

A CAPSULE COLLECTION INSPIRED BY THE ART OF BEADED EMBROIDERY

Born from the collaboration between **Yamamay** and the Balinese brand **Baby Blu**, a capsule collection of swimwear that celebrates Balinese artisanal savoir-faire and the art of bead embroidery. A special project that combines Yamamay Mediterranean aesthetic with precious details and handmade craftsmanship, with the aim of preserving and enhancing a unique manufacturing tradition. The common denominator of the collection is originality: feminine silhouettes, refined embroidery, and decorative applications turn each swimsuit into an exclusive piece.

The capsule consists of three handmade beachwear pieces made in Bali by local artisans: a one-piece swimsuit and two bikinis crafted from soft charmeuse. The pieces are enhanced with beaded embroidery and removable charms inspired by the Italian summer — cherries, lemons, and sardines — evoking a sunny, playful, and vacation-like imagery. The one-piece swimsuit features the writing “Dolce far niente,” a manifesto of the relaxed and luminous spirit of the collection. Completing the offering are two matching pouches designed to accompany the beachwear looks with a refined and playful touch.

The protagonist of the campaign is Jingga Tacconelli, an Italo-Balinese designer and the creative soul of Baby blu, who through her origins authentically interprets the essence of the collaboration: the meeting between Italian spirit and Balinese craftsmanship.



The collection is already available in Yamamay stores and on www.yamamay.com