yamamay

new

# SCULPT

a new body

**SCULPT gets a makeover: yamamay's shapewear line becomes even more high-performance, sustainable, and innovative**

**August 2026** – **SCULPT**, yamamay shapewear line that sculpts and shapes the body, is getting a refresh to deliver even better performance while keeping the values that made it a success intact: comfort, support, and flawless fit.

Born in 2013, **SCULPT** is a yamamay project that, from the very beginning, has managed to integrate innovation, material research, performance, and Eco-Design into a single product.

The new **SCULPT** represents the natural evolution of a research and development journey spanning over ten years. This evolution is now strengthened by the use of recycled nylon, the adoption of digital design processes, and the measurement of environmental impacts.

At the heart of this renewal is the new **Sensitive® Sculpt by Eurojersey**, an innovative patented fabric made in Italy that belongs to the Sensitive® Fabrics family, made with ECONYL® nylon yarn, which comes from the recovery and regeneration of pre- and post-consumer raw materials.

The **Lycra® Beauty** elastomeric component contributes to the high elasticity, shape recovery, and shaping performance of the material. Since its inception, **SCULPT** has stood out for some fundamental principles that continue to guide its evolution. Among these is **Eco-Design**, a design approach that drives product development by reducing and rationalizing the components used, selecting more responsible materials, durability, performance, and measuring impacts throughout the product's life cycle.

The garments stand out for their quick-drying properties, long-lasting durability, unmatched lightness of the materials, and impeccable fit. The extraordinary softness of the fabric ensures the perfect balance between shaping effect, support, and comfort, moving naturally with the body and keeping its qualities intact even after prolonged use.

A key part of this innovation journey has also been the collaboration between Yamamay and **Style3D|Assyst**, a partnership that started over ten years ago with the adoption of CAD solutions and has been strengthened through anthropometric research projects. Over time, the collaboration has evolved to include advanced modeling technologies, virtual simulation, photorealistic rendering, and integration with PLM systems.

The latest result of this journey is precisely the redesign of the **SCULPT** line, developed through a digital workflow that combines design innovation, sustainability, and high quality. In the lingerie sector, where comfort, fit, and accurate shaping are key factors for a collection's success, digital transformation isn't just a technological update, but a real change in the way products are designed.

In a market where ongoing lines need to ensure consistent fit, proportions, and size development over time, having a digital archive is a strategic tool for innovating products without compromising their identity. Preserving the distinctive features of an iconic line like **SCULPT** means further enhancing the series' success over the years, reducing inefficiencies and redesign costs, and guaranteeing continuity in the commercial offering. At the same time, consistent fit strengthens the trust relationship with customers, who can count on finding the recognized and appreciated quality, comfort, and performance over time.

Over the years, the collection has grown to include a full range of products, including **bras, panties, bodysuits, bike shorts, slips, shaping suits, and leggings**. The common thread throughout the line is effective yet comfortable body shaping, designed to enhance the silhouette without restriction. Thanks to carefully designed tailored cuts and the use of high-performance lined fabric, each piece wraps the body in a natural shaping way, following its curves while ensuring comfort and freedom of movement all day long. The result is a harmonious and subtle shaping effect that highlights natural curves while providing a constant sense of well-being.

The result is an even more innovative, sustainable, and effective shaping collection, designed to support every woman in her daily life with maximum comfort, confidence, and femininity. A line that evolves with an eye on the future without losing its identity: enhancing the body in a natural way through technology, research, and style.

To confirm its commitment to transparency and innovation, every product in the line comes with a **Product ID Card**, a tool designed to offer greater transparency and highlight the sustainability and innovation journey behind each item. Through the **QR Code** on the tags and in-store POP materials, consumers can access real-time detailed information about the product, from the components used to environmental impacts in terms of $CO_2$ emissions and water resource consumption, all the way to the traceability of the production process (this information comes from a defined and verifiable measurement methodology). It's a tangible tool that strengthens the dialogue between brand and consumer, encouraging more conscious purchasing choices.

The new communication campaign also interprets the essence of **SCULPT** in a contemporary and distinctive way. The visual message translates the promise of the line into a true manifesto of femininity: the letters of the word **SCULPT** transform into large sculptural elements through which six women – one for each letter and one for each product category represented – assert their presence. Body and material interact in perfect harmony, portraying a sculpted silhouette that never gives up softness, comfort, and the freedom to express itself.

The pieces from the collection are available in all Yamamay stores and on www.yamamay.com