

YAMAMAY PRESENTS

PRINCIPESSA SUPER BRA

The Bra that adapts to all body sizes,
shapes and cups.

August 2022. On the wave of last year's success, Yamamay welcomes Autumn with the '**Principessa Super Bra**': the underwire-free, super-breathable, super-stretchy, super-comfortable and super-innovative bra with a very flexible fit that brings out the wearer's body shape and adapts to bodily changes, making it a very long-lasting product. The bra, launched last year, was sold out in a few days and is now reproposed in a new version that provides coverage for an even wider range of sizes. An embracing, stretchy and light bra that - thanks to its adaptability features - happens to be perfect also for teenagers.

This project dedicated to innovation, inclusiveness for women and sustainability is also a response to the environmental challenges that Yamamay has decided to tackle in an effective and robust way: in the interests of reducing waste, Yamamay has designed a bra that, thanks to its innovative and elastic fabric and underwire-free and seamless structure created using bonding technology (PresBond™), manages to cover 35 cup sizes in just five sizes (XS-S-M-L-XL), while still guaranteeing exceptional comfort, grip, lightness and versatility. As well as making the bra highly adaptable to bodily changes, and as a result long-lasting, this versatility will reduce the number of returns from online sales and - by increasing sell-through - reduce the amount of stock.

"We have a good understanding of the female form because, for twenty years, we've been designing, engineering and developing underwear collections for all women to wear and to ensure their well-being. This new bra was created in response to two key needs: to support our customers and help them accept any physical changes that may occur in their lives by giving them a long-lasting product that fits their body and, secondly, to limit waste by adopting an eco-friendly design. And sales linked to the first launch of this bra proved us right: the bra was sold out in a few days. We therefore decided to take some time to improve it, proposing it again with a wider range of sizes that was just for everyone." Barbara Cimmino, CSR Director of Yamamay

The bra is now available in all Yamamay stores and at www.yamay.com in black and bronze and can be paired with all pieces from the Principessa line, which are also seamless and elastic, making them invisible when worn under clothes.

The bra is priced at € 39.95

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