

yamamay

Very Italian Christmas

Milano, December 2023

To celebrate the magic and enchanting atmosphere of the holiday season, Yamamay has created a Christmas collection designed to satisfy all tastes and needs. There are lots of garments and accessories to gift or wear during the festive period and a merry advertising campaign featuring some of the most classic scenarios of families having fun in the run-up to Christmas Day, including: laying the Christmas table, making Christmas biscuits, choosing the perfect holiday-season look and a snap of the whole family—pets included—in front of the tree.

To represent the Christmas collection, Yamamay chose Spanish model Lorena Duran, who has been a face for the brand's collections for a number of seasons now, Gennaro Lillio and two young models, Margherita Buoncristiani and Lucia Bramani. Fronting our collections of pyjamas designed for families are: Laura Barth and Joaquin Morodo, joined by 2 children.



The campaign's photographs were shot by Spanish photographer Xavi Gordo, and the Christmas advert will be featured not only across all the brand's social network channels, but also on TV, accompanied by music from the song "Ma che freddo fa" by NADA.

The star of Bianca Cedrone's illustration—created specially for the brand's Christmas shopping bags—is a classic Christmas table decked with the most delicious festive treats, whose message is one of joy, togetherness and love.

The Christmas collection is now available in all Yamamay stores and at www.yamamay.com

