

yamamay



AYJE

YAMAMAY PRESENTS A CAPSULE COLLECTION OF SWIMWEAR CREATED FROM A COLLABORATION WITH TURKISH BRAND AYJE



April 2024. To welcome the season dedicated to the story of the Summer collection, Yamamay presents a Capsule Collection of swimwear created from a collaboration with the Turkish brand Ayje. The common denominator for all the swimwear in the line is elegance, simplicity, and a special contrasting detail inspired by shape and texture of 'Fairy Chimneys', the strange lava formations that characterise the Turkish region of Cappadocia. There are 3 styles available: a black one-piece swimsuit and two 2-piece swimsuits, a triangle and a single-shoulder band, in black and 'burnt' brown.

Garments in eco-friendly techno-fabric made from ECONYL® regenerated nylon, which turns Nylon waste from landfills into sustainable products for fashion design. These fabrics are versatile, highly resistant, slimming, elegant, stretchy, soft, and breathable, offering a unique blend of sculpting and comfort. Thanks to its innovative composition, it's highly resistant to chlorine, sun creams and lotions.

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