

yamamay

YAMAMAY presents its new 2024 Autumn Collection interpreted by CLARA SOCCINI

Intimate Conversation

26th August 2024. Yamamay is choosing Clara Soccini, the Italian singer-songwriter and actress who enchanted the Sanremo audience with her 'Diamanti Grezzi', as ambassador of the new Autumn 2024 collection. Clara, who performed during a brand event in Capri on 2nd June and was already the muse of Yamamay's summer storytelling, has been chosen to interpret some of the most iconic styles that represent Yamamay's new autumn collection consisting of underwear, lingerie and bodysuits. Immortalised for the campaign named "Intimate Conversation" by renowned Italian photographer Giampaolo Sgura, Clara wears a collection in the photos that pays tribute to the Haute Couture garments of the 1990s, which have become iconic thanks to some of the most famous supermodels ever to wear them. These are the series worn by Clara:

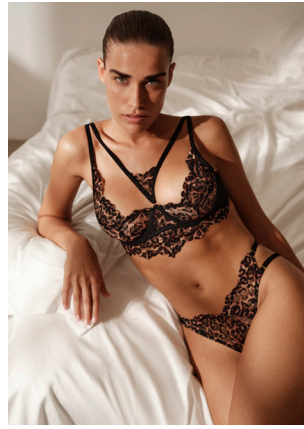
Must have: 'the bodysuit collection' - 5 glamorous and versatile pieces for a touch of elegance and sensuality: 4 different types of bodysuit, to be paired with long trousers or shorts in satin or simply with a pair of jeans. Added to these is a long, tight-fitting jumpsuit in technical interlock fabric.



Elaine: lace, tulle and crossover details create an irresistibly sensual effect. The series includes a balconette with detachable choker detail, a push-up with soft cup, a deconstructed triangle, a brazilian and a thong. In addition: a brazilian-style high-waisted bodysuit, a lace and viscose satin top with lace culottes, and an all-lace kimono with satin belt and a shrug.



Aurea: a series featuring light floral lurex embroidery, embellished with contrasting rose gold jewelry accessories. With neutral colours that enhance complexions, the collection includes an unlined balconette for natural support, a bralette, which is also ideal under a jacket, and a push-up. To complement these: a brazilian and thong.



Leopard: an animal-inspired printed lace series with unique and irresistibly sexy patterns.



Moonlight: an elegant and refined lace series, featuring an elegant design with contrasting macro flowers. The garments are also still ideal for summer, thanks to the almond colour, which conveys freshness and vitality. Matching buttons enhance it, giving it a touch of elegance.



Hazard: one of the most sensual series in the autumn collection, developed in the colour Amethyst. The garments have been enhanced with a floral, light and transparent frill, the addition of the gold hexagon accessory embellishes the styles: the carioca bra, bodysuit with light cup padding, halter balconette bra, push up, brazilian, and thong.

The collection is already available in Yamamay stores and at www.yamay.com.

“My first collaboration with Yamamay was a few years ago, during my early years as a model, when I was starting to publish my first songs, which I called ‘outpourings’ at the time. I’m grateful that they have believed in me for all these years, and it has been a pleasure and great fun for me to work together again, now that we are more grown up. I’m proud to have taken part in this campaign that represents some of the qualities that I myself try to manifest every day through what I wear: a style that is glamorous, yet natural and always classy”. **Clara Soccini - singer, model and actress**

“We suggested that Clara performed at our summer kick-off party in Capri because we thought her musical style matched the mood we wanted to set for the evening. Clara was the female voice of the event, during which Peppino di Capri and Geolier also performed. She is a talented, very feminine girl with a simple and natural sensuality, which is why we then asked her to pose for our autumn 2024 campaign.” **Gianluigi Cimmino - CEO of Yamamay**