

yamamay

YOUR BEST FRIEND

Intimate Conversation

August 2024. Yamamay presents the new 'Yamamay - Your best friend' campaign dedicated to the Basic line, which has always been synonymous with quality, innovation and everyday comfort. In the shots of the campaign, created by photographer Giampaolo Sgura, models Lucy Bramani and Skyler Witschge convey their 'underwear of the heart' through a photo shoot with friends in which they portray one another by wearing their favorite bra, evoking the idea of 'Your Best Friend' in every sense.

The new styles from the Basic collection are featured in the campaign images:



Be You | All day comfort: new for this season, an innovative underwear line consisting of an underwire-free 'minimizer effect' bra style that supports and sustains, enhancing the shape of the female body, incredibly comfortable to wear every day, all day long (also for sports activities), and a high-waisted brief with a slightly shaping effect. Thanks to the Engineered-Knitting technology it was developed with, it was possible to create areas with differentiated characteristics in terms of breathability and compression, thus obtaining a personalized fit. Invisible under clothing, the garments in this line, which are available in black and bronze options, fit every body type and are made of stretch fabric created from 55% recycled fibers. Thanks to the innovative and elasticated fabric with which it is made and the underwire-free structure, the bra comes in just 2 sizes, XS/M and L/XXL, that are able to cover 29 size/cup pairings (up to size seven), while still providing exceptional performance in terms of comfort, tightness, lightness and versatility. The same features apply to the briefs, which are available in 2 sizes: XS/M-L/XXL.

Principessa Super Bra: is 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. Since its market launch three years ago, the Princess Super Bra has been one of the best sellers in Yamamay's Basic collections. An enveloping bra that is stretchy, lightweight and invisible under clothing, just like a second skin.





Sculpt: this line, created in 2013 with the ambitious goal of combining aesthetics, functionality and sustainability, has set new standards in the world of underwear and shapewear over the years. The key principles guiding this line are: aesthetics and functionality, eco-design, and easy maintenance. One of the components of this extraordinary line is the patented warp-knit fabric, Sensitive® Sculpt, exclusively supplied by Eurojersey. This high-tech fabric not only provides innovative performance, but is also a great example of sustainability and eco-design. In fact, due to its ability to be cut raw, it helps reduce production waste. What's more, its versatility makes it possible to significantly decrease additional components, thus optimizing production processes in line with eco-design principles. The Sensitive® Sculpt fabric is created by means of a sustainable production process that limits the use of dyes, water and energy resources. The Sculpt line has expanded over the years and now includes a wide range of products including bras, briefs, bodysuits, cycling shorts, slips, shaping suits, and leggings.

Principessa: the garments in this series are lightweight, soft and comfortable, just like a second skin. The push-up bra, with and without underwire, boosts cleavage without sacrificing comfort, and is suitable for those who want to enhance their shape. The balconette, padded bandeau bra and matching bottoms have the same soft and comfortable characteristics, providing an invisible effect under clothes. Also available in the same series are the skirt, girdle, slip and shaping shorts.



Stretch Lace | Comfort is sexy: New for this season, an underwear series made with a super-elasticated, super-stretchy lace that adapts to all body shapes, providing unconstrained comfort. It consists of 3 bra styles (halter balconette, bralette and push-up) and two styles of briefs (Brazilian and brief) as well as the bodysuit (in two versions, also with long sleeves), leggings and a slip all available in four color versions: ocean blue, black, dusty pink and bordeaux.