

# yamamay

MY LIFE  
PARTNER

**IT ALWAYS SUPPORTS ME  
IT MAKES ME FEEL COMFORTABLE  
IT MAKES ME FEEL CONFIDENT  
IT MAKES ME FEEL SEXY  
IT WILL NEVER LEAVE ME**

**MY BRA**

**YAMAMAY  
MY LIFE PARTNER**

February 2024. Yamamay has been looking after the well-being of its customers for more than 20 years through its collections, creating comfortable, durable and high-quality products that are perfect for women in their everyday lives. Starting from these key elements, Yamamay has created a communication campaign entitled '**My Life Partner**' which starts one of the most iconic and functional garments in women's underwear: the **bra**, an inseparable companion in everyday life, a part of the fundamental milestones in every woman's life, from adolescence, to the first love encounter, to breastfeeding. Created to make women feel comfortable and secure but also sensual, the bra is a faithful companion that will always be with them all, just like Yamamay's **collections** that have always been **designed for all women**, regardless of their age, ethnicity or physicality.

To once again convey this message of inclusion, which has always been part of the brand's DNA, Yamamay has chosen to have its '**Every Woman Essentials**' basic collection - made up of essential, fresh, sensual and new-generation garments innovatively designed to envelop bodies of all shapes - interpreted by 3 women with different types of physicality, who are wearing them in the shots:

**PRIMULA:** sensuality is made of lace. Just like a delicate flower blooming in spring, this series exudes vitality, sensuality and femininity and is made of soft, satin fabrics that perfectly match the exquisitely embroidered lace details for everyday glamour combined with maximum comfort. It includes a wide range of bras, including different cups available up to a size F, bralettes and bandeau bras, which can be combined with Brazilian briefs, thongs and slips.

**PRINCIPESSA:** innovative design expertly combined with fabrics with a pearl finish, for extreme comfort that embraces curves with elegance. Essential garments for an ultra-lightweight collection that envelops the skin, the perfect combination of beauty and comfort. Consisting of: Bras, briefs, petticoat girdles and shaping shorts.

**ORCHIDEA:** represents timeless beauty and classic elegance. The monochrome combination is sensual and sophisticated, and the pretty lace details add a certain 'je ne sais quoi'. The series consists of lingerie, briefs and a wide range of bras with and without padding and underwiring. The underwear is made with the utmost attention to detail, in extremely soft fabrics, with bonding technology and lace details.

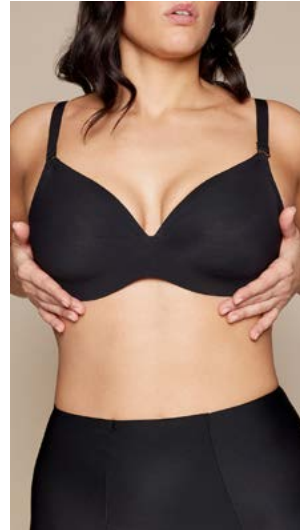
**ALTHEA:** designed to enhance feminine beauty, made of soft, stretch lace with a geometric pattern, each garment in this series is decorated with a jewel. Composed of lace balconette, push-up and triangle bras, to be combined with slips and brazilian briefs.

**JUSTIN REC:** a line featuring styles with an essential design, made of high-quality recycled microfibre. Bras, briefs, lingerie and tops - minimalist, stretchy, soft and seamless, perfect for everyday life.

**ADAPTIVE:** an innovative series providing maximum elasticity for maximum comfort. Made of a revolutionary stretch fabric, it is ideal for all body types and can be adapted to two different sizes and natural body changes, sustainably supporting less production and reduced waste and returns. The garments are designed with laser cuts and a minimal amount of stitching, to look and feel like a second skin. A wide assortment of styles such as tops, camisoles, briefs and leggings in just two sizes.

**BUTTERFLY:** a series made of high-quality cotton, which is kind to skin and the planet. Unique garments such as the triangle bra with sweetheart neckline, the extra-comfortable balconette bra with built-in underwiring and preformed cups to match the super-lightweight invisible briefs.

**SCULPT:** super-shaping underwear with ergonomic and strategic seams, this collection supports, sculpts and shapes the silhouette, thanks to the stretch fabric made from lightweight, practical and breathable materials. Invisible and enveloping, the garments in this collection naturally enhance curves, highlighting them or minimising them in the right places.



In order to emphasise the body curves and the details of the products worn, the images and video of the campaign were made using soft lighting that enhances the relationship between the tones of the skin and the product. In the video, the voices of fun and sensual women are weaved together as they have a conversation with their bra, addressing it as if it were their 'life partner'.