

yamamay

PRESENTS

‘ADAPTIVE COLOR’: THE NEW SPRING EDITION of ‘ADAPTIVE’, the LINE MADE WITH LYCRA® ADAPTIV, THE FIBRE THAT ALLOWS A HIGHLY CUSTOMISED FIT FOR GARMENTS THAT ADAPT TO ALL BODIES, ALL MOVEMENTS, ALL WOMEN ‘3 sizes in 1’

February 2023. On the wave of last year’s success, Yamamay welcomes Springtime introducing ‘**Adaptive Color**’, the line made with the innovative LYCRA® ADAPTIV technology, which offers garments that **adapt to all types of bodies, guaranteeing comfort and freedom of movement** for the wearer.

Made from a revolutionary polymer, LYCRA® ADAPTIV is the latest frontier of innovation from The LYCRA Company, a world leader in the development of yarns and technological solutions for the textile and apparel industry.

Thanks to its hybrid nature, LYCRA® ADAPTIV behaves differently at rest and in movement, allowing garments containing it to adapt naturally to different body shapes, respecting the body’s movements and ensuring a perfect and customised fit every time.

An all-round innovation that earns it the title of ‘inclusive fibre’. Its versatile fit, in fact, makes it possible to overcome a rigid size scheme: one size is able to cover the whole range, with considerable advantages for consumers who are gratified by a more inclusive size. This adaptability also offers advantages for sales: fewer returns, especially in ecommerce, and greater sell through with a consequent reduction in stock.

The technical characteristics of the new fibre and the performance of the garments containing it have been well summarised in the emotional claim chosen by Yamamay for the campaign: **‘3 sizes in 1’**.

Adaptability, elasticity and comfort are therefore the distinctive features of all the products of the new color line composed of: a top and a pair of leggings, available in two colours clay pink and military green, that go to add to the basic items available in black.

To emphasise and communicate the transversality and adaptability of the products in this line, Yamamay has therefore chosen 3 girls with very different physicalities: models Sara Pagliaroli, who has been the star of Yamamay campaigns for many seasons, Anna Agrelo and Emily Deyt-Aysage, pictured by photographer Lina Ardila.

For more than 20 years, Yamamay, through its collections and advertising campaigns, has in fact celebrated feminine beauty, women in their thousand facets, without distinction of age, ethnicity or physicality. To convey this message, over the years the brand has chosen to have very different women interpret its collections, because one of the characteristics of the brand is precisely its **ability** to be **transversal, inclusive and innovative**, both in its communication messages and in the products that, collection after collection, are developed and proposed to the consumer.

‘Our consumers and women in general are increasingly looking for high-performance, versatile and comfortable garments that can meet the needs dictated by the dynamism of modern life. Adaptive – Free Your Body was created precisely to meet these needs and requirements: we wanted to create a line of products that would suit all body types, comfortable products that would follow the wearer in their movements, guaranteeing absolute comfort and freedom of movement’.

Barbara Cimmino,
Head of CSR & Innovation at Yamamay



YAMAMAY

Yamamay began in 2001 and today is among the leading retail brands for underwear, corsets, lingerie, beachwear, clothing and accessories.

At Yamamay, the product - at its most innovative - is strongly tied to the business purpose, where customers' wellbeing is at the core of our company's activity, thanks to its offer of long-lasting and high-quality products, together with a special focus on sustainability and responsibility for our actions. For this reason, the research we carry out, aimed at creating products that respond to the needs of our customers in terms of quality, safety and innovation, is continuously expanding.

Inclusiveness, respect and people's empowerment represent the fundamental elements which our relationship with human capital, local communities, suppliers and everyone we collaborate with are based on. At the same time, we believe that being able to convey our values clearly to our collaborators, while guiding and informing them, especially when it comes to social and environmental issues, is a prerequisite for activating real change that can only be achieved with the involvement and contribution of all.

The LYCRA Company

The LYCRA Company innovates and produces fiber and technology solutions for the apparel and personal care industries. Headquartered in Wilmington, Delaware, The LYCRA Company is recognized worldwide for its innovative products, technical expertise, sustainable solutions, and unmatched marketing support. The LYCRA Company owns leading consumer and trade brands: LYCRA®, LYCRA HyFit®, LYCRA® T400®, COOLMAX®, THERMOLITE®, ELASPAN®, SUPPLEX®, and TACTEL®. The LYCRA Company's legacy stretches back to 1958 with the invention of the original spandex yarn, LYCRA® fiber. Today, The LYCRA Company focuses on adding value to its customers' products by developing unique innovations designed to meet the consumer's need for comfort and lasting performance. For more information, visit www.thelycracompany.com.

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