

yamamay

Yamamay presents the “Principessa Super Bra Silver Edition”

Milan, October 2023. To mark International Breast Cancer Awareness Month, Yamamay is launching an exclusive new version of one of its signature pieces: “Principessa Super Bra”. Highly resistant and long-lasting, this iconic bra—renowned for its exceptional breathability, elasticity and comfort—embraces and celebrates the natural development of the female body.

Following on from the initial launch in 2021, Yamamay has reworked the “Principessa Super Bra”, introducing the new “Silver Edition”.

This special edition has been designed with women who have undergone breast surgery, mothers-to-be and all women in search of a garment that is easy to use (thanks here to the two openings) in mind.

Key features of this new model include:

Versatile Fastening: It has two openings—one at the front and another at the back—for greater ease of use post surgery, when breastfeeding and during medical check-ups.

Innovative Materials: Non-metal components that enable diagnostic procedures to be carried out without having to take it off. Soft and breathable fabric that feels like a second skin.

Enveloping Design: With cups that can be removed or added, it is easy to customise post surgery.

Sustainable and Innovative: The “Principessa Super Bra” represents the brand's firm commitment to innovation, the inclusion of all women and sustainability. Thanks to its structure and stretchy fabric, it covers a wide range of bust sizes with just five basic sizes. The product comes with a PRODUCT ID CARD with information relating to environmental impact.

The “Principessa Super Bra Silver Edition” will be officially unveiled on 16th October at the Yamamay store in Piazza Cordusio, 2, Milan. Joining forces for this event will be the Associazione Diana and Fondazione Libellule Insieme. Dr. Paola Martinoni, a specialist in breast surgery and the founder of the Fondazione Libellule Insieme, and Barbara Cimmino, Head of CSR & Innovation at Yamamay, will both be in attendance.

This exceptional bra is available in black and bronze, and pairs perfectly with all the items in the Principessa line already present in store. Available for €49.95, the product can be purchased in all Yamamay stores and online at www.yamamay.com.

In the words of Barbara Cimmino, CSR Director of Yamamay:

“For twenty years, Yamamay has stood with women, understanding their needs and supporting them at every stage of their lives. This new edition represents another step in this direction, bringing well-being, exceptional comfort, sustainability and innovation together.”

Dr. Paola Martinoni, founder of the Fondazione Libellule Insieme, immediately embraced Yamamay's project with great enthusiasm, providing robust suggestions to enhance the well-being and comfort of women during preventive and post-operative care and check-ups.

