

# yamamay

# WE ARE HAH

## We Are HAH for Yamamay

### 'CIAO HOLLYWOOD'

## A LIMITED EDITION COLLECTION FOR SPRING 2023

## NATURAL ATTITUDE AND SEXINESS

Milan, April 2023. The American brand We Are HAH created, in collaboration with Yamamay, 'Ciao Hollywood' a Limited Edition Collection of lingerie for Spring 2023. We Are HAH unique style joined the Yamamay Italian flair to create a unique collection inspired by the lingerie of Hollywood starlets from the 1950's that will be released during Milan Design Week 2023.

Natural attitude and sexiness, a new kind of design, aesthetic and comfort created by women for women are the leit motif of all the collection. An ensemble of lingerie luxury products made with recycled fibers that surprise and delight with their unique proposals: a balcony bra enriched with cut-outs details and lace, a tulle see-through body, a thong and a lace bralette, high waist lace panties and a long petticoat in two colors. Pieces created to enhance feminine silhouette and elegance, iconic products effortlessly cool.

The color palette alternates stronger colors like fluo-orange to more classic ones like romantic rose and sensual black.

The collection has been released during a press presentation and cocktail event that will be held at Sophia Loren Restaurant on April 19th, via Cantù 3 Milan.



"I loved working on this collaboration, merging two strong iconic brands; California Cool & Italian Chic. Together we created a collection that is for modern women who authentic, comfortable and chic."- **Sharleen Ernster CEO & Founder HAH**

"I have been following We Are Hah work for years: I love their creativity and collections' flair, their strong identity and way of communicating it. This capsule is a mix of our two brands: our common sexy & romantic attitude combined to their, I am sure our clients will appreciate it."- **Gianluigi Cimmino, CEO of Yamamay**

The collection is already available on [www.yamamay.com](http://www.yamamay.com) and from the next week in all the Yamamay stores.

Boiler Plate

HAH was born out of the unique experience, passion and vision of its founder Sharleen Ernster. Sharleen has over a decade of experience leading global brands. As Chief Designer Officer at Guess? And over 13 years leading Design at Victoria's Secret where she honed her expertise in the Intimate, Swim and Sleepwear categories.

As a passionate leader who cares for people and the planet, creating products that are sustainable is at Sharleen's core. The birth of her daughters became the catalyst or as she says now, 'HAH HAH' moment, when she stepped into action to build a new kind of brand.