

yamamay

MAN

Gianmarco Tamberi

‘Ready to fly with Yamamay’



20 May 2024. Yamamay is preparing to take flight with one of the most famous and successful Italian athletes of the moment: Gianmarco Tamberi, an athlete from the Marche region, Olympic High Jump Champion at the Tokyo 2020 Games, and World Champion at the Budapest 2023 World Championships, as well as flag bearer for the Italian team at the upcoming Paris 2024 Olympics.

Having always been close to the world of sports, the company has chosen the Italian athlete as ambassador of the new Yamamay Man Summer 2024 swimwear and underwear collection, as he embodies the values of positivity, commitment, sacrifice, dedication and team spirit that the brand has always held dear. His unparalleled determination and his ability to overcome obstacles and get back up, as well as his innate talent, are symbolic of his extraordinary strength, making him a true example to us all.

For Yamamay, Gianmarco will initially be the testimonial for the underwear collection with some of the most iconic garments - such as:

- The products of the new collection 'invisible': T-shirt and boxer briefs, fresh, ultra light, super comfortable as they have no elastic bands and seams. All these features help in sports performance, because they allow you to move freely and without constraints. Available in: white, black and blue
- The 'fashion colour' boxer briefs, best seller of the Yamamay Man's Collection

and for swimwear with some of the swimsuits in the summer 2024 collection; the collaboration will then continue throughout the fall with the man line.

The video and images of the campaign featuring Gianmarco will be promoted through social, print and television channels.

'I decided to participate in this project because I enjoyed the idea of posing for an underwear and swimwear brand, as great sportsmen and champions have done before me. I chose to do this for an Italian brand with a strong and established identity like Yamamay, which is recognized by everyone. I think it'll be fun to see my photos in all their store windows and on their social media channels.' Gianmarco Tamberi

'Yamamay has always had a strong connection with sports, in fact our collections have been interpreted over the years by numerous sports testimonials, from Federica Pellegrini to Cristiano Ronaldo. I'm very happy that Gianmarco is also joining our family. It's always an honor for us to associate our name with people like him, because they are a positive example of commitment, dedication and teamwork, qualities and values that also coincide with our corporate values. The choice of such a strong male testimonial is part of a broader plan that Yamamay has been following for some years now, which puts the MAN and SPORT universe in the foreground. This expansion and investment project, launched from the need to provide the male customer with an increasingly broad, structured and detailed collection, in stores that are completely dedicated to the male universe, is now further consolidated through a new, strong testimonial.' Gianluigi Cimmino, CEO of Yamamay

The garments worn by Gianmarco are available at all Yamamay stores, Yamamay Man and at www.yamamay.com