

yamamay

April 2024. Yamamay is choosing Mexico as the backdrop for its new communication campaign dedicated to the Summer 2024 collection, aimed at celebrating feminine beauty and the light and carefree summer atmosphere. The 3 girls chosen to interpret the collection Lorena Duran, Jessica Ann Strother and Lorena Rae were snapped by the photographer Dove Shore at various times of the day on a typical beach holiday with friends, wearing a cheerful, colourful collection, which is in keeping with the beach trends of the moment.

For the women's collection, one-piece swimsuits, bikinis and trikinis, embellished with laces, beads, rhinestones, weaves, necklines and asymmetries: in short, many variations that adapt to any type of body, holiday and occasion.

There are fluorescent colours, animalier, zebra, floral, bandanna, stripes, paisley, ethnic, tropical or colour block prints, but also many simple and basic styles: a variety that you can't resist. Violet, red, fluo green, cherry, emerald, lavender, blue and fuchsia, as well as the timeless black and white for a collection that celebrates the beauty and light-heartedness of summer and all its colours. To complete the collection are jumpsuits, dresses, tops and trousers in light, colourful fabrics coordinated with the swimwear.

WOMEN'S COLLECTION

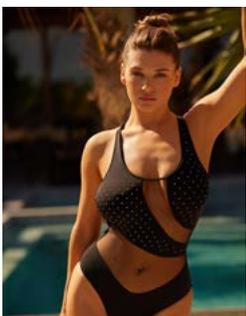
ESSENTIALS

Yamamay's summer must-haves are made from REC fabric (stretchy, excellent UV protection, chlorine-resistant, breathable and quick-drying). 24 swimsuit styles (plus the sarong), in 5 colours (black, amethyst, red, royal blue and animalier) made from recycled polyamide fibre. To these are added 5 textured essential styles, whose fabric features a honeycomb jacquard pattern in peppermint and white colours, also made from recycled polyamide fibre.



GLEAM

Dedicated to those who are leaving for a cruise or an exotic destination. Bold glamour, sexy sensuality and intriguing allure distinguish the garments in this line. The garments are made of REC microfibre (recycled polyamide fibres), embellished with small faceted mirror stud decoration and tulle details for a "nude look". Styles: triangle, Brazilian and one-piece swimsuit, with the series being completed by the cocktail dress with an asymmetric design in jersey with lurex.



CAPPADOCIA

A capsule collection of swimwear created from a collaboration with Turkish brand Ayje. The common denominator for all the swimwear in the line is elegance, simplicity, and a special contrasting detail inspired by shape and texture of 'Fairy Chimneys', the strange lava formations that are typical of the Turkish Cappadocia region. There are 3 styles available: a black one-piece swimsuit and two 2-piece swimsuits, a triangle and a single-shoulder band, in black and 'burnt' brown.

The swimwear has been made from environmentally sustainable techno-fabric manufactured from ECONYL® regenerated nylon thread, created from what no one uses any more: nylon waste recovered from landfills that would otherwise pollute the Earth (such as fishing nets, used carpets and industrial plastics), which become great fashion solutions. Versatile, super-strong, fine, elegant, stretchy, soft and breathable. It is a unique blend of muscle compression and comfort. Thanks to its innovative construction, it has more than double the resistance to chlorine, sunscreens and oils.



LAMU

Made for mums and their little girls, this line embodies the connection between generations. The two Aztec-inspired ethnic prints awaken nostalgia for faraway places, imagining stories of shared adventures. The swimsuits have been created from a very soft REC microfibre, with unique details reminiscent of semi-precious stones and torchon laces, the clothing from soft Lenzing modal, and the super-lightweight sarong from cotton muslin. The buttons attached to the sides of the swimsuit mean it can be turned into a practical bikini. All the styles can be easily combined with the basic styles in the essentials line.



GRACE

A series made of shiny satin-effect microfibre embellished with full sequin embroidery in a wave pattern. Styles: one-piece swimsuit with a prominent halterneck and high leg openings that slim the silhouette, bandeau bikini with Brazilian briefs. Colours: powder blue and black.



MANYARA

In this series the 'zebra' print is mixed with tropical-inspired floral motifs made from drawings by the famous illustrator Beppe Spadacini. It consists of extremely versatile styles, the swimwear having been made of soft jacquard fabric with lurex, while the clothing is made of flamed viscose canvas with a linen effect, with the exception of the kimono, which is made of REC satin. Styles: balconette bra with different cups available, triangle bra, one-piece swimsuit, satin kaftan, and recycled canvas jacquard bags.



MANYARA II

This line is paired with Manyara and is again made of soft lurex fabric with contrasting gold details. Styles: bandeau and matching mini briefs.



MANYARA III

A special triangle style, handmade with sequins with an iridescent effect.



SAVANNAH

Warm and natural shades that evoke the atmosphere of the Savannah. Made of soft REC lurex fabric with a gradient effect, this series consists of a push-up and triangle bra, bikini bottoms and Brazilian briefs, a one-piece swimsuit and a long wrap skirt, which is also perfect as a spring garment to wear in the city.



SUMMER GLAM

A series of versatile garments that can be combined, perfect for pairing with all the swimwear in the collection or even to be worn alone in the city, true must-haves for summer: classic-cut linen shirts, dresses in natural fabrics, comfortable trousers, natural straw flip-flops, and belts to customise summer outfits, as well as beach accessories and beach towels.



DENIM

A series dedicated to denim lovers: the swimwear is made of soft jacquard fabric that faithfully reproduces the denim effect. Styles: balconette bra, thong, one-piece swimsuit featuring 'palm' pattern embroidery, oversized shirt with mandarin collar, and a soft flared dress. The denim shorts, matching clutch and maxi bag, and cork slipper complete the range.



JANIS

A series with a glam soul, embellished with an interplay of necklines, cuts and ring accessories in different sizes. The predominate colour is a vibrant cherry. Made of Shira Sirius REC, a fabric distinguished by its glossy appearance, it has excellent stretch and comfort. Styles: bralette, triangle bra, Brazilian briefs, bikini bottoms, and one-piece.



NIALY

This series, featuring a multicolour cashmere patterned print and black inserts to emphasize the body curves, is made of REC fibres and consists of several styles for the whole family.



BRIGHT

This series was made with a lurex fabric that gives a glamorous and bold feel. It is designed for mothers and their little girls to have matching looks. Styles: Underwired bandeau, bralette with padded cups, one-piece swimsuit with V-neckline and crossover back



SHIRA

Made of shiny REC fabric with excellent performance as it provides optimum elasticity and comfort. Minimal cuts, vibrant colours and modern shades, with sophisticated details (cut-out wedges) designed specifically to capture the attention of discerning customers. Each garment is designed with care and attention to detail, ensuring both style and functionality. This series includes two styles of bras, two bikini bottoms and a one-piece swimsuit. Colours: emerald and lavender.



AKILA

This series featuring a tropical print on an azure base is inspired by the colours and elegance of 'La Palma' hotel in Capri, embodying the original spirit of the historic Locanda Pagano, which over the years has hosted artists, poets, writers and musicians from all over the world. Styles: shapewear tulle swimsuit with removable cups, flip-flops with square toe, lightweight crossover sleeveless dress in viscose canvas, chiffon kaftan with gradient and transparent effects, viscose canvas kaftan, and top & trousers both long and short in REC satin.



AKILA II

Triangle on a black base with palm embroidery and printed band with beaded embroidery tracing the design. Both hand-embroidered.



SCULPT COLOR

Shaping line made with a high-performance fabric: breathable and protective against UV rays. Minimal cuts and simple seams that follow the lines of the body. Styles: bralette, full-cut shaping briefs and two one-piece swimsuits.



RIO TO MILAN

A capsule collection resulting from a collaboration with Brazilian designer Amir Slama. The prints on the swimwear are inspired by the famous mosaic wave pattern that unfolds on the Copacabana seafront in Rio De Janeiro.

The series was developed in lurex fabric enriched with embroidery.



ANITA

Inspired by a navy look, this navy blue line with contrasting white trim features a sophisticated and glamorous style. The ribbed fabric is REC and has a jacquard pattern.

DIPSY

This series is also inspired by the navy theme, highlighted by the macro stripes at an angle. Made of REC fabric with honeycomb detail, it is embellished with rings covered in the same fabric as the swimsuits.

ESMERALDA

An elegant series in which precise and essential yet dynamic lines play with proportions and ornamental elements such as floral appliqués, draping and ruffles, with the addition of one-shoulder necklines to enhance the silhouette and feminine elegance. 1 long dress and 2 amethyst-coloured bikinis, 1 short dress and 1 swimsuit in a black colour. The flower accessory is removable and can be repositioned as desired.

SELENA

Una serie elegante in cui linee precise ed essenziali, ma allo stesso tempo dinamiche, giocano con proporzioni ed elementi ornamentali come applicazioni floreali, drappeggi e rouches, a cui si aggiungono scollini monospalla per valorizzare la silhouette e l'eleganza femminile. 1 abito lungo e 2 bikini color ametista, 1 abito corto e 1 costume intero in colore nero. L'accessorio a fiore è removibile e riposizionabile a piacere.

CANDIE

A minimal and very on-trend series: the fabric is made from REC fibres. Featuring colour block effects with bright colours such as lime and amethyst



INGRID

A series designed for the whole family that features a vibrant floral print inspired by the tropical atmospheres depicted in the drawings of renowned designer Beppe Spadacini. Hibiscus flowers and palm trees are featured throughout the collection. The swimwear in the series is created from a special high-performance fabric called 'fishtale' made from a yarn consisting of 100% post-consumer recycled nylon, from ghost fishing nets recovered from the oceans and 100% recycled spandex.



SUNRISE

A series developed for the whole family that features a fun and cheerful colourful striped print. Made of a special high-performance fabric called 'fishtale' with a yarn consisting of 100% post-consumer recycled nylon, from ghost fishing nets recovered from the oceans and 100% recycled spandex. Try mix&match with the Ingrid series!



The collections are already available in all Yamamay stores and online at www.yamamay.com