

# yamamay

# CARPISA

## **YAMAMAY and CARPISA celebrate the start of summer with an exclusive event in CAPRI**

Capri, 2nd June. To celebrate the start of summer, Yamamay and Carpisa have organised an exclusive event in Capri at the iconic beach club 'La Canzone del Mare'. The two brands, supported by Filmmaster, a leader in the design, production and coordination of major events, staged an evening full of performances inspired by the glamour of 'La Dolce Vita,' with exciting musical concerts. 3 outstanding artists delighted the guests of the two brands with their performances: Peppino di Capri, a family friend, host and maestro of Italian songs all over the world; Clara Soccini, Italian singer-songwriter and actress who enchanted the Sanremo audience with her 'Diamanti Grezzi'; and Geolier, the Neapolitan rapper and face of the new wave of Neapolitan music. It was a mix of musical styles and genres to celebrate Italian style and music in a transgenerational way.

The magical atmosphere of the island and location, with a view of the Faraglioni, was the setting for this unforgettable evening. In addition to the singers' performances, there was an artistic ballet inspired by the glamour and elegance of the 1960s with dancers wearing striped and floral swimsuits from the Yamamay Summer 2024 collection, along with a tribal-inspired musical performance starring Carpisa's travel luggage collection.

Numerous guests attended the event: celebrities, journalists, customers and friends of the brands.



“We chose to set our early summer event in this wonderful island and in particular at the Canzone del Mare, one of the places that have made the island of Capri most famous in the world, because Capri is a place that makes you dream and, with its natural beauty, breathtaking views, panoramas and unforgettable sunsets, it has always inspired our collections. Over the years, Capri has often been the setting for our advertising campaigns, and we thought that this event designed to kick off our summer could be another way to pay tribute to it. And also, the Carlino and Cimmino families, the founders of Yamamay and Carpisa, are Neapolitans. We started exporting our Italianness all over the world from here almost 25 years ago, so it's natural for us to return to the places that inspired our dream and our entrepreneurial journey.”

**Gianluigi Cimmino, CEO of Yamamay and Maurizio Carlino, CEO of Carpisa**

### **Boiler Plate**

Filmmaster is a Content Experience Agency, where Live and Experiential Media are part of one big creative project. Filmmaster has been creating events, live shows, ceremonies, and advertising globally for over 45 years. With offices in Europe and the Middle East, Filmmaster is an industry leader, able to transform ideas into engaging and memorable experiences. The company is one of the few accredited operators in the world for the creation and production of Olympic ceremonies, and has numerous awards at the BEA - Best Event Awards - and at Cannes Lions.