

yamamay

SPORT

a line of unisex underwear designed for the coldest months

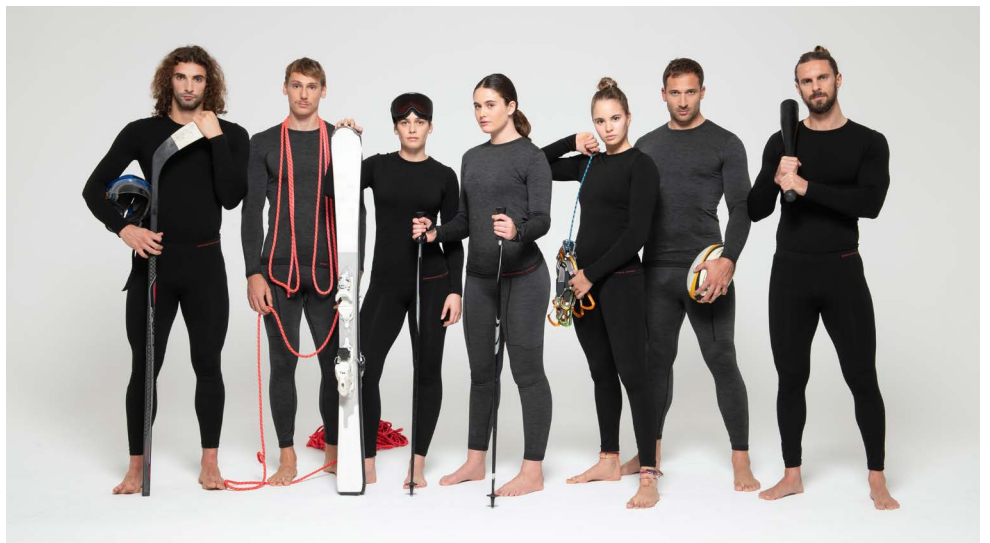
November 2023. To guarantee well-being and protection even in the coldest months, Yamamay offers a line of thermal underwear designed to create a second layer of skin, ideal for sports, leisure time and outdoor work.

The line consists of 4 items - sweaters and leggings - made from two different fibers:

- **Y THERMAL WOOL** with Merino Wool – made from a combination of wool and polypropylene. The features of these two fibres make sure the skin is always dry, and guarantee thermal isolation and a high level of warmth. These fibres are also available in melange grey.

- **Y THERMAL TECH** with Dryarn® - the Dryarn® fibre guarantees thermal isolation and maximum breathability, making sure the skin always remains dry. Its bacteriostatic nature also helps minimise the formation of bad odour-causing bacteria.

These fibres are available in black.



Seams are reduced to the minimum thanks to seamless technology, guaranteeing maximum comfort and freedom of movement. To highlight these features, Yamamay has asked a group of sportspeople from different disciplines - such as skiing, hockey, rugby, sport climbing and trail running - to wear this line's products. This is how they spoke about their experience on the campaign and the line of Yamamay Sport products:

Marco Chester Sanna (Ice Hockey): It was fun shooting the Yamamay campaign with other athletes. Sport is about competition, but is also about sharing.

Ludovico Fossali (Sport Climbing World Champion): The life of a sports person is made up of objectives and perseverance in order to reach these. This is the only way to achieve great outcomes. I practice every day and the items from the Yamamay Sport line are perfect for my outdoor training sessions in winter, because thanks to their technical features they protect me from the cold, keeping my skin dry.

Benedetta e Carlotta Caloro (Alpine Skiing): Skiing is a sport where you are exposed to very low temperatures and face extreme difficulties. To feel better, it's important to have the right equipment in perfect working order and appropriate clothing that allows you the freedom to perform technical movements. This new sports line by Yamamay is super performing because it allows you to maintain body temperature and, at the same time, guarantees comfort and freedom of movement.

Beatrice Colli (Sport Climbing World Champion): To challenge gravity on technical climbs, sometimes as fast as possible and at other times with extreme precision, I need technical and high-performance clothing. The Yamamay Sport line has all these features.

Tommaso Benvenuti (Rugby): Rugby is practiced outdoors all year round. For this reason, one needs to have clothing that protects you and that can be worn like a second skin. I tried the Yamamay line and I can say this is high-performance clothing.

Stefano Bianchi (OCR Obstacle Course Race): Sport allows you to challenge yourself and your own body. To achieve results, I need high-performance clothing and the Yamamay Sport line I tried provides exactly that.

This line's items are entirely made in Italy.

The collection is already available on www.yamamay.com and in all Yamamay shops.