



How does perfect size & fit look on products worn close to the body?

The Italian lingerie brand Yamamay takes close customer bonding seriously ... and this includes the integration of the precise sizing & fitting data of the company's markets into its own product development.

In Italy, the name Yamamay is synonymous with high-quality lingerie, sleepwear, swimwear, knitwear and beauty products. At the heart of the brand is close contact with the Yamamay female customer, poetically expressed in the company's motto, "To enter the heart of every Yamamay woman." In its merchandise presentation, Yamamay offers an emotional and engaging atmosphere, with over 1,000 shops – in Italy, Greece and Spain – and for development this means that the Milan brand products shouldn't simply "get under the skin" optically, they should also sit perfectly on the body – and that can only happen if the sizing & fitting is perfect. Yamamay puts a lot of effort into this. Through close contact with its own target group, for example, the Milan company recognized a while ago that the available body dimensions didn't match those of today's Yamamay woman – so Yamamay became one of the first SizeITALY partners and even commissioned an additional study specifically for shapewear as part of

the serial measurement survey. Access to international size & fit data is also important, because Yamamay is planning to expand its business, especially in Asia.

"Partnership with SizeITALY was a strategically important decision for us. We work continuously on the size & fit of our products, and the results of the serial measurement surveys give us valuable information about the body dimensions and shapes of our customers – at home and abroad."

Barbara Cimmino, Marketing Management Products, Inticom S.p.A. Yamamay

New knowledge for development
In terms of underwear and lingerie there is no margin for error. The cut and the underlying sizenable affect the selection of fabrics and materials, like stretchability, for instance – so any changes made to the tables have

far-reaching consequences. The Yamamay designers and pattern makers really have to know the physiques of their customers ... and to do this, they must have access to reliable data. SizeITALY completely fulfills Yamamay's requirements for precision and professionalism.

"The cooperation with the international Human Solutions team was very good and the project and the advice during the results analysis have given us an important impetus for future product development."

Barbara Cimmino, Marketing Management Products, Inticom S.p.A. Yamamay

The SizeITALY results and other analyses confirm Yamamay's own studies and tests. With the newly-gained information, the company can now check its target group segments, adjust its sizenables and re-organize sizes and product offerings where required.

Shapewear ... skin-close
In addition to its involvement with SizeITALY, Yamamay is also conducting its own study together with Human Solutions. The study is intended to determine the objective effects of shapewear on body dimensions and shapes, resulting in valuable insights for product development. The target group and product are defined together with the Human Solutions team in Italy and Germany. As in the SizeITALY program, the subjects

are measured by 3D bodyscanner, with and without Yamamay shapewear. The effect of the shapewear, especially on the waist, abdomen, legs and buttocks can be clearly demonstrated statistically – and even quantified. Thanks to the 3D visualization of the exact body dimensions and shapes, the differences are visible at a glance. The Yamamay team is thrilled with the quality of the results and the sheer functionality of the Human Solutions technology.

"We were amazed at the analysis and simulation options that are possible thanks to the use of real dimensions and professional 3D technology – and we'll definitely continue to think in this direction."

Barbara Cimmino, Marketing Management Products, Inticom S.p.A. Yamamay.

With a sizing & fitting study and the technical possibilities provided by iSize, Yamamay optimizes the size & fit of its products and prepares its international business expansion.

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