



YAMAMAY PRESENTS

SCULPT ZERO

The first body modelling
Yamamay underwear that
declares minimal environmental
impact and offsets CO₂
emissions.

August 2021. Yamamay continues its path in the field of sustainability, continuing to develop concrete projects aimed at reducing packaging and compensating for products that greatly impact the environment. Manufacturing products with sustainable fabrics creates a lower environmental impact: they consume less water, less energy, fewer natural resources and even reduce waste by avoiding reintroducing waste and residue back into the environment. For the summer of 2021, this journey has materialized with the EDIT project - Eco Designed Innovative Textile - a Capsule Collection of costumes made entirely with mono-polymer fabric. This fabric is 100% recycled and 100% recyclable; our aim is to extend this until the Autumn with a proposal of sustainable fashion lines, particularly the '**Sculpt Zero**' project in collaboration with **AzzeroCO2** - a consultancy firm for sustainability and energy founded by Legambiente and Kyoto Club. They offer customized solutions to individuals, companies, and public bodies to reduce their own environmental impact by adopting a resilient and scientific approach to obtain credible results and communicate them effectively. The **#Yamamayforthefuture** path projects the brand and its customers into a new dimension with a core principle of having more conscious and informed choices when purchasing products.

The **Sculpt** line, born in 2014, is made with the **Sensitive® Sculpt patented warp-knit fabric EUROJERSE**. With highly technical content that offers innovative and high performing features in terms of sustainability, this fabric lends itself to being raw cut, thus permitting a reduction in waste production due to its versatile and myriad use. The additional components are critical and decisive as they limit the number of elements used. This means that they are able to streamline the production processes, thereby following the fundamental principles of eco-design, which remain a critical pillar of the Green Deal today. Sensitive® Sculpt fabric is made with a sustainable manufacturing process which limits the use of dyes, water and energy resources used.

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Climate change has led us to understand how each element affects one another on our planet, and subsequently, how closely the Oceans and the Earth are connected. The increase of CO₂ in the air corresponds directly to an increase in CO₂ in the oceans. This inevitably leads to the danger of an increase in acidification within the water, which of course poses damage to the marine environment.

Assuming that measurement is the first step towards change, and with the technical support of AzzeroCO₂, Yamamay has therefore chosen to measure the **Carbon Footprint of the product (CFP)** of the Sculpt line. This is measurable by the quantification of greenhouse gas emissions associated with the production and distribution of products. The final calculation of greenhouse gas emissions includes all steps from the production of raw materials (fabric, accessories, packaging) up to the retail sale of those produced, which are equal to **134 tons of CO₂ equivalent**. Through this analysis we want to create a virtuous methodology that can be used as a model to be applied in all future collections and products. The study was conducted in accordance with the standard international UNI EN ISO 14067: 2018 "Greenhouse gases - Carbon footprint of products - Requirements and guidelines for quantification". It was then submitted to Certiquality for the verification by a third party, in which they gave further solidity and credibility to the analysis carried out.



UNI EN ISO 14067:2018

The calculation of the emissions to be compensated was measured; starting from the number of heads within the Sculpt line that Yamamay plans to market in 2021. From these results, including the impact for each item and the sales estimates for the year 2021, it was then possible to calculate the impact for each garment category:

Bodysuit and onesie: 58.8 tons of CO_{2eq}

Slip: 37.2 tons of CO_{2eq}

Bras: 19 tons of CO_{2eq}

Leggings and shorts: 18.3 tons of CO_{2eq}

To offset the emissions produced by the Sculpt line, Yamamay has decided to support a project of renewable energy development in Sri Lanka where this line is produced. Specifically, it is one small hydroelectric power plant with a capacity of 6.5 MW which uses the water of the Kuru Ganga River. The aim is to generate clean energy for the national electricity grid.



Prodotto compensato
tramite un progetto
di rinnovabili in Sri Lanka

2021 XAQ-31-CHA

To verify: www.azzeroco2.it

In addition to the generation of emission credits, the project has provided social and economic benefits for the local area such as:

- Clean energy instead of electricity generated by thermal power plants
- Employment of residents for semi-skilled and unskilled jobs
- Relaunch of the local economy and the overall income of the population
- Support for local income-generating activities eg. ecotourism, nurseries, beekeeping, crafts.

The activity of measuring the Carbon Footprint and the related offsetting of CO_{2eq} emissions will be actively communicated through all the communication channels of the brand to give the consumer an opportunity to gain more information on the environmental impacts of the products they are purchasing.

For autumn 2021 it was also decided that from a sustainable perspective, the Sculpt line should be expanded by adding 3 new models to the existing proposal: a balconette bra with underwire and differentiated cups, a bodysuit and a high-waisted sheath.

Yamay

"For years Yamamay has been involved in the implementation of concrete projects that create work and products that demonstrate our commitment to reduce and compensate for the impact of our own productions. For us, the analysis of the carbon footprint of our products, implemented with the help of AzzeroCO2, represents a decisive step in the development of reducing and offsetting associated emissions in our productions. It also allows us to further communicate our brand's commitment in the development of a sustainable and attentive approach to environmental issues".

Barbara Cimmino, CSR Director of Yamamay

"As AzzeroCO2 we are proud to start this journey with Yamamay, a company which has embarked on a path of integrating sustainable development goals into their own business strategy. By choosing not to simply compensate the CO2 emissions produced by the creation and marketing of the line, but instead design it in a sustainable way, demonstrates an ability to look at an ecological reconversion inspired by the principles of Ecodesign. The company thus sensitizes consumers to an increasingly participatory and conscious purchasing choice: a model of collaboration in we are all called to do our part against climate change."

Sandro Scollato, CEO of AzzeroCO₂

inticom SpA. www.yamamay.com

The Yamamay brand, owned by Inticom Spa, was born in Italy in 2001.

Primary brand in Italy in the underwear and beachwear sector, Yamamay has over 600 stores in 42 countries.

Each year Yamamay stores sell 12 million products designed and engineered entirely in Italy.

Press Office: francesca@francescatinagli.com +39 333 7044464

EUROJERSEY

Founded in 1960, EUROJERSEY Spa represents the style and creativity of Made in Italy in the field of warp-knit technical fabrics interpreted by Sensitive® Fabrics, chosen by the main brands in the sports, clothing, underwear and swimwear sectors.

With a corporate strategy that combines innovation and constant attention to quality with the sustainable development of large-scale production

scale, the company boasts a fully integrated production plant, from weaving to dyeing, passing through finishing and printing.

Sensitive
FABRICS

www.sensitivefabrics.it

The Yamamay Sculpt collection is made with EUROJERSEY's Sensitive® Sculpt fabric. The company was the first in the textile sector to have carried out the PEF "Product Environmental Footprint" study of its fabrics, including Sensitive Sculpt: the project with Yamamay quantified the CO₂ impacts generated during the life cycle of products, including the phases from fabric production to manufacturing and shipping of ready-made garments.

AzzeroCO₂
il clima nelle nostre mani www.azzeroco2.it

It is a consultancy firm for sustainability and energy, founded by Legambiente and the Kyoto Club that offers customized solutions to public bodies, companies and individuals to reduce their environmental impact on the territory. The company formulates strategic plans to guide its customers on a path towards environmental, economic and social sustainability, adopting a resilient and scientific approach to obtain credible results and communicate them effectively.

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