

RENDEZ-VOUS

SPRING SUMMER '24



Y'AM
Capri

Capri c'est pas fini

'Capri c'est fini'sang Hervé Vilard in 1965 talking about a break-up of a love that had started in Capri.

It is not the same for the designer for whom Capri is a never ending story.

Valeria De Gregorio came back to her island of origin four years ago with the aim to bring back to life the ancient Capri tailoring tradition born in 1948 with the atelier "La Tessitrice dell'isola" set up by the Baroness Clarette Gallotti.

Her 'art applied to fashion' made the name of Capri famous worldwide.

A fashion "caprese" style was born, and it was a "recognizable locally created dressing style" still identifiable today.

Y'AM Capri captures the essence of Capri style and the allure of the "dolce vita".

Each creation is a refined and original interpretation of Capri Fashion that reflects the eccentric character and freedom of expression of the 50's.



"I have a Rendez-vous with life"
Countee Cullen

Rendez- vous is a collection representing a more mature evolution along the journey of the designer. The creative process walked on a thin path between past and future, between her roots and her life experiences. The reinterpretation of Y'AM Capri iconic silhouettes come to life through bespoke prints and embroideries.



Jackie Dress
Sfogliatella Logo Bag

COD. 20422-MC
COD. 20465-C



Fiore Dress



COD. 20456-1



Annucchia Bag & Anna Bag



COD. 20495-G COD. 20496-S

The Spring Summer '23 collection embraces vibrant colour and is true to the Y'AM CAPRI ethos of effortless elegance and living life in joyous hues.

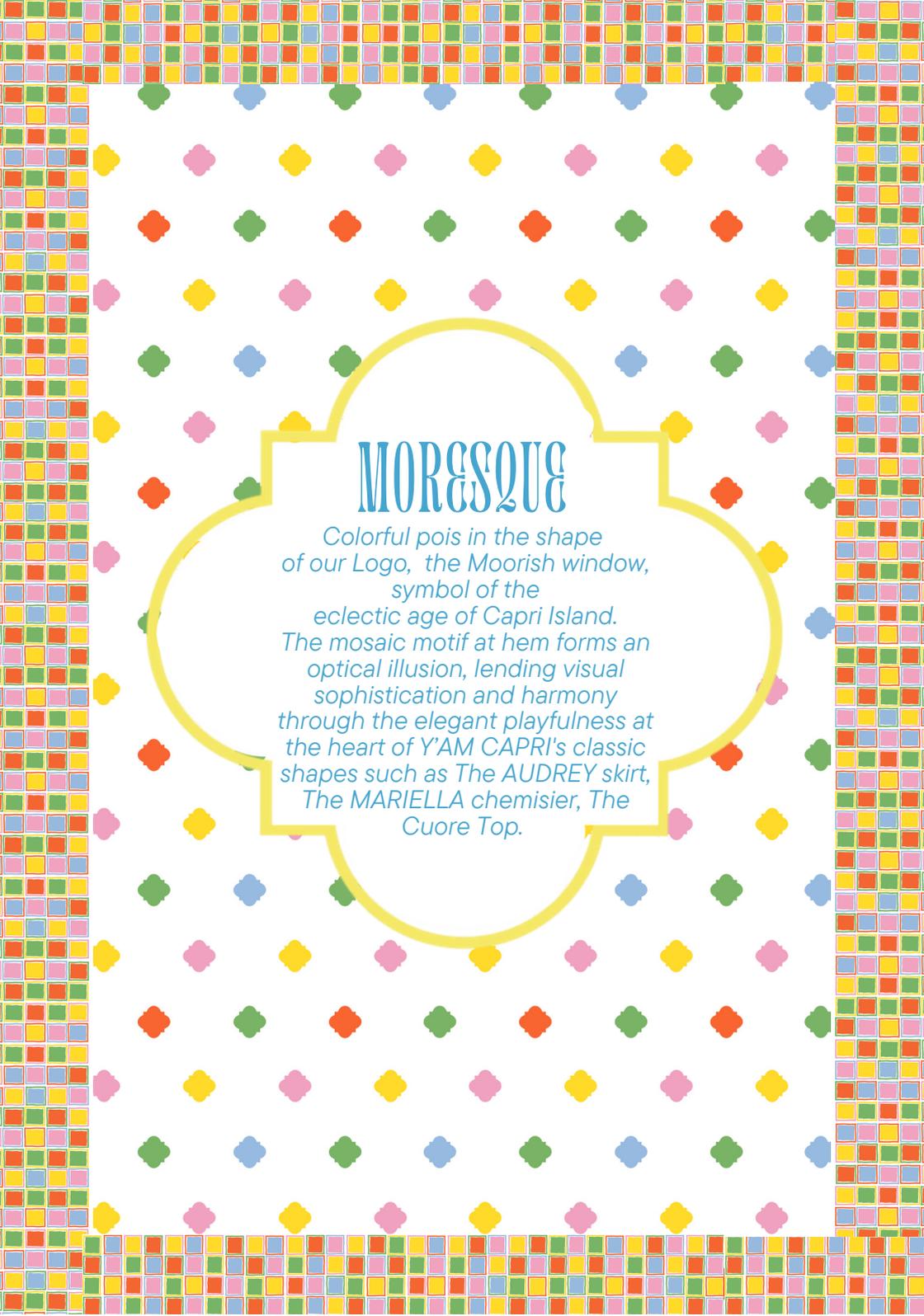
03

Core Top & Ingrid Skirt

COD. 20426-BL COD. 20429-BL



03



MOREQUE

*Colorful pois in the shape
of our Logo, the Moorish window,
symbol of the
eclectic age of Capri Island.
The mosaic motif at hem forms an
optical illusion, lending visual
sophistication and harmony
through the elegant playfulness at
the heart of Y'AM CAPRI's classic
shapes such as The AUDREY skirt,
The MARIELLA chemisier, The
Cuore Top.*

Mariella Chemisier
Venice Hat Logo

COD. 20433-C
COD. 20466-C



Helenuccia Bag & Headband

COD. 20419 COD. 20467-MC



Cuore Top & Audrey Skirt

COD. 20426-MC COD. 20428-MC

Irma Tunic

20447-W



*Patty Hat
20427-FBL*



COD. 20423-BL

COD. 20424-BL



Agnese Shirt & Manu Pants

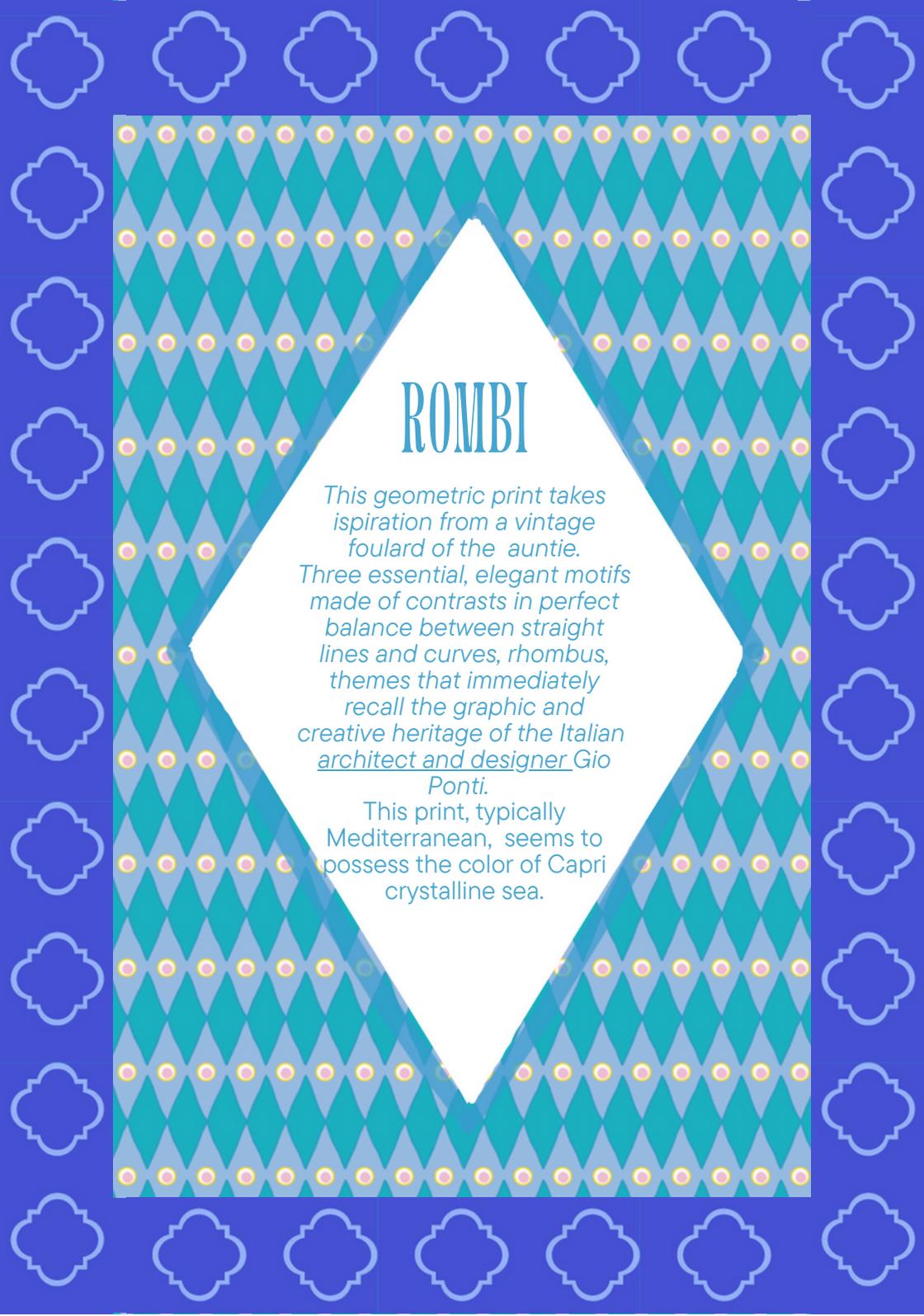
Romina Top & Sabine Skirt COD. 20439-W COD. 20440-W
Helenuccia Bag Ivory COD. 20419-I





Sirene di Capri t-shirt

20475-T



ROMBI

This geometric print takes inspiration from a vintage foulard of the auntie. Three essential, elegant motifs made of contrasts in perfect balance between straight lines and curves, rhombus, themes that immediately recall the graphic and creative heritage of the Italian architect and designer Gio Ponti.

This print, typically Mediterranean, seems to possess the color of Capri crystalline sea.

Margherite Dress

COD. 20461-P

Pescatore Hat with Margherite

COD. 20468-P



Laura Top & Nina Skirt



Mina Skirt COD. 20445-W

Laura Top COD. 20446



Roberta Chemisier & Helene Bag COD. 20455-I COD. 10108-G



*Sara Top & Mina Skirt
Sfogliatella Logo Bag*

COD. 20437-C COD. 20438-C
COD. 20465-C



T-shirt C'est la DOLCE vie MAN COD. 10099 BABY COD. 10102



Teresa Long Tunic

10131-W



Elizabeth Dress

COD. 20434-C



GRAZIE MILLE



CREDITS

VALERIA DE GREGORIO
Creative Director Y'AM Capri

ANDREA COSTA
Photographer

BEAUTYLIVERY
MUA



CONTACT INFORMATION

VALERIA DE GREGORIO
Y'AM Capri CEO

yamcapriinfo@gmail.com

+393280570983

WWW.YAMCAPRI.IT

