

MISS+UNIVERSE
CONFIDENTLY BEAUTIFUL

yamamay

YAMAMAY MILLION DOLLAR SWIMSUIT FOR MISS UNIVERSE TO BE UNVEILED DURING THE 2013 MISS UNIVERSE® COMPETITION

*THE 2014 YAMAMAY FOR MISS UNIVERSE
SWIMSUIT COLLECTION TO DEBUT IN FRONT OF WORLDWIDE AUDIENCE*

NEW YORK, NY – November 6, 2013 – Italian swimwear and lingerie brand Yamamay will unveil their official MISS UNIVERSE collection, YAMAMAY FOR MISS UNIVERSE, during the worldwide MISS UNIVERSE telecast, by unveiling a one-of-a-kind emerald, ruby and diamond swimsuit valued at one million dollars. The spectacular swimsuit has traveled from Milan, Italy to Moscow, Russia (with armed guard) just in time for this global event, which will take place at Crocus City Hall on November 9th on NBC.

The Miss Universe contestants' swimsuit styles have evolved over the show's rich 62-year history, but the pageant's celebration of confidence and beauty has always remained the same. The new YAMAMAY FOR MISS UNIVERSE collections will honour the glamorous styles that have been worn by elegant women from around the world. The 2013 MISS UNIVERSE® swimsuit competition will feature the new collection, captivating a viewing audience from around the globe when the million dollar suit takes center stage. The debut of the YAMAMAY FOR MISS UNIVERSE swimsuits, which will be available in select stores and online this December and around the world beginning in January 2014, kicks-off the partnership between Yamamay and the Miss Universe Organization.

The MISS UNIVERSE® 2013 titleholder will be awarded the unique opportunity to model the YAMAMAY MILLION DOLLAR SWIMSUIT FOR MISS UNIVERSE the day after she is crowned at her first official photo shoot and in front of the MISS UNIVERSE international press corps, during a press conference at the Crowne Plaza World Trade Centre in Moscow. Miss Universe 2013 will also be featured in the international advertising campaign for the YAMAMAY FOR MISS UNIVERSE collection, including its two new lines called TIMELESS and SPARKLING; which are inspired by movie stars from the 1950's and a revised glam punk style.

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ABOUT THE MISS UNIVERSE® ORGANIZATION

The Miss Universe Organization, a Donald J. Trump and NBCUniversal joint venture, is a global community empowering role models of beauty, health and leadership for young women of today. The organization is dedicated to partnering with charities around the world, and to increasing HIV/AIDS awareness by focusing on women's health issues. For more information, visit: www.missuniverse.com; Facebook: www.facebook.com/officialMissUniverse; Twitter and Instagram: @MissUniverse.

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