



VILEBREQUIN LA PLAGE & L'ONDINE

Beach experience in Cannes

The original swimsuit maker born in Saint-Tropez spotlights the Riviera way of life with first-ever private beach and dining experience in Cannes.





“First we made the costumes. Now we’re making the set.”

The beach is where Vilebrequin was born. And it’s where we belong. Every summer since 1971, it’s been the backdrop to an art of living in the sun. It was only a matter of time before we put the la plage “center stage”, installing our turtles and parasols on the Côte d’Azur!”

— Roland Herlory, CEO Vilebrequin

LIGHTS, CAMERA, CANNES!

From this April, Vilebrequin takes the helm at one of Cannes’ best-loved private beaches: **L’Ondine**. Just below the boardwalk of the iconic Croisette, an entirely re-imagined space plays with the inimitable design language of Vilebrequin.

Fished from the imagination of **interior designer Vincent Darré**, custom furnishings plunge you into a Mediterranean beach haven.

Sea-weathered wood panels give an instantly nautical feel, hand-painted tiles and ceramic pots surround you with sea creatures and lush greenery: paradise found! An indoor cabin lined with antique marine curiosities hosts a bar and dining area.

The mood: authentically Riviera.

The sun terrace is the ideal spot for sipping an Ondine Fizz or Beach Bubble while you eat on a locally-inspired menu of grilled octopus, lobster salad, and more. In the outdoor VIP bar area, fish and octopuses get into character as sofas and stools. Starfish won’t be the only stars of the show!

During the Cannes Film Festival and all summer through, L’Ondine will present a series of events, dinners, and DJ sets with special guests... *To be announced!*



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Like a ray of light, Vilebrequin La Plage shines in the daylight. By night, the stars illuminate the bar and turtles shimmer on tabletops. Everything is designed to make your vacation feel like a technicolor film where you are the leading actors.” – Vincent Darré



Vincent Darré in his workshop

For an hour or an entire afternoon... Hit the sand with Vilebrequin! Our beach concierges are on hand to escort you to your very own sunbed *avec parasol*.

The House's jacquard beach towels are yours to rent in five signature shades. And for the ultimate relaxing moment, sea star shaped head cushions in our most emblematic prints.



To make your beach day as seamless as possible, we're pleased to offer on-site showering and changing facilities. Vilebrequin tote bags, sun caps, and bobs can be borrowed on request.

We've even thought of the kids! Keep them entertained in between swims with complimentary Vilebrequin-themed coloring postcards and beach games.

Ah, la dolce Riviera!



64 Boulevard de la Croisette, Cannes
Daily from 10am to 2am

Opening April 2nd
Reservations : 04 93 94 23 15
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vilebrequinlaplage.com/ondine



[LINK TO THE ASSETS](#)

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