

VILEBREQUIN

3. PARADIS

*Please note that all assets
are under embargo until
May 7th included.*

VILEBREQUIN X 3.PARADIS

For Summer 26 collection,
Vilebrequin presents a special collaboration with 3.Paradis
that reimagines the timeless essence of Mediterranean summer.

The capsule was introduced last June
during Paris Fashion Week in 3.Paradis' poetic runway show
and will hit the stores globally in May 2026.

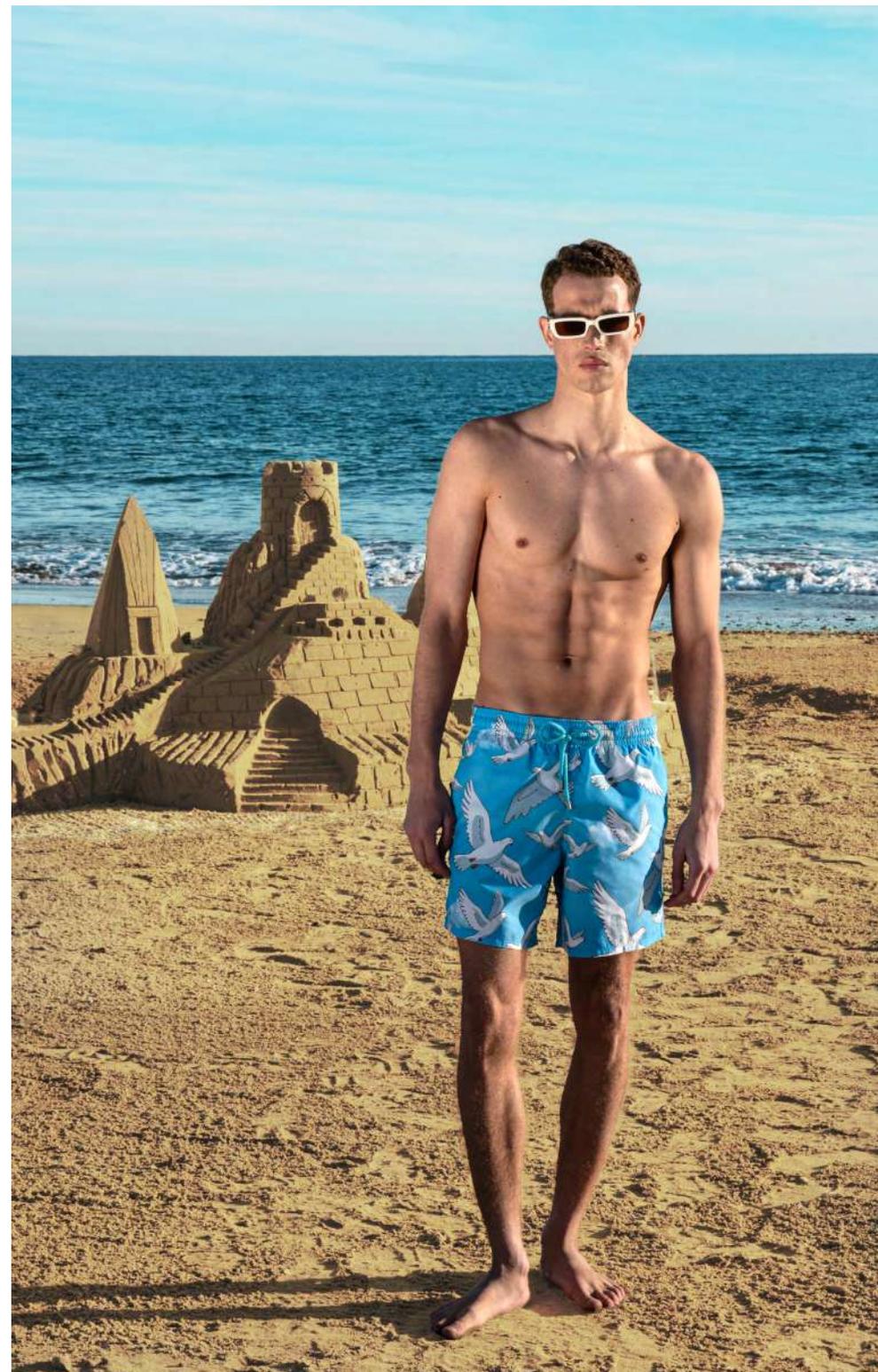
3.PARADIS and Vilebrequin proudly coalesce in reimagining luxury
not just as products but as a free state of mind.

The collection blends 3.PARADIS' poetic and surrealist design elements,
with Vilebrequin's heritage in high-quality swimwear.

The exploration of arcadia is represented visually through vibrant and
evocative prints, stylized tropical landscapes, luminous cloudy skies,
soaring doves, and dreamy postcards.

This is an invitation to reinvent paradise, where escape becomes
a response to reality.

It tunes us into a surrealist dream where the urban businessman
dissolves into hedonism and lightness of vacation time and beach life,
a dream about timeless leisure in the garden of Eden
a utopian response to the uncertainties and tensions of today's world.





CREATIVE VISION

The formal, urban world of the businessman softens when it meets the hedonism and carefree spirit of the beach. A symbol of structure and social convention, he finds himself out of place in a setting defined by freedom, ease, and escape.

From this contrast emerge images that feel both iconic and poetic, with a subtle sense of humour - a natural meeting point between the worlds of 3.PARADIS and Vilebrequin. The situation gently amuses, while the beauty of the landscape invites a moment of pause.

Through this transformation, themes of elevation and lightness come forward. The corporate figure becomes a free man, released from codes and conventions, carried by symbolism and the pull of elsewhere.

The seven piece capsule features four swimsuits, a beach towel, a bucket hat, and a shirt.

The highlight, a pair of Eden Swimshorts, transforms the south coast of France into a surrealist landscape.

Each piece evokes a dreamy feeling as if 3.PARADIS vacationed to St Tropez, catching the charm of the French Riviera.



MEN LINEN BOWLING SHIRT DOVES
VBQ X 3.PARADIS

250€ /295CHF /250€ /\$330 /HKD 2700



MEN SWIM SHORTS DOVES
VBQ X 3.PARADIS

265€ /295CHF /265€ /\$350 /HKD 2900



BOY SWIM SHORTS DOVES
VBQ X 3.PARADIS

145€ /175CHF /145€ /\$200 /HKD 1500



MEN SWIM SHORTS EDEN
VBQ X 3.PARADIS

290€ /320CHF /290€ /\$405 /HKD 2900



BUCKET HAT DOVES
VBQ X 3.PARADIS

150€ /180CHF /150€ /\$205 /HKD 1700



MEN SWIM SHORTS DOVE PLACED EMBROIDERY
VBQ X 3.PARADIS

220€ /240CHF /220€ /\$300 /HKD 2500



MEN ORGANIC COTTON BEACH TOWEL DOVES
VBQ X 3.PARADIS

165€ /190CHF /165€ /\$230 /HKD 1800





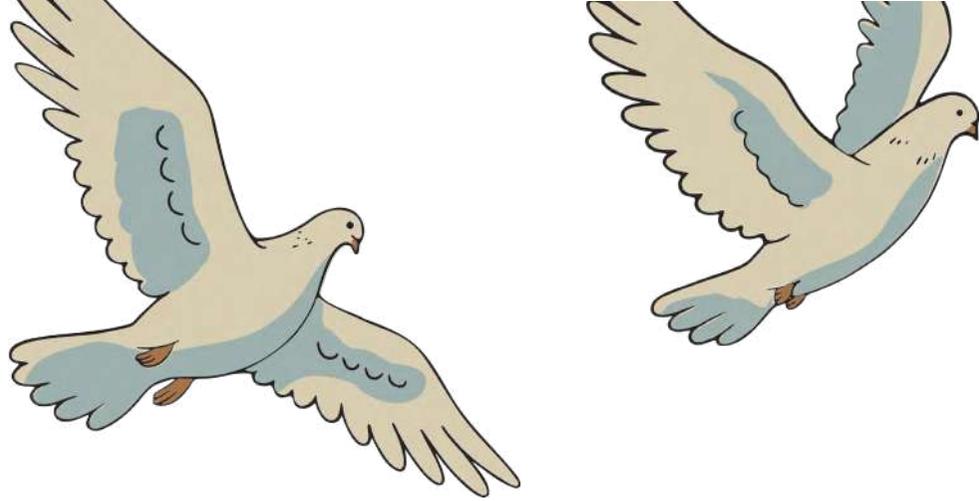
Known for his architectural and cinematic street style, Julien Boudet (Bleu Mode) captures the campaign in Sète (South West of France).

It tells the story of a corporate man finding freedom at the beach, a playful mix of elegance and surrealism.

Through a series of surreal and cinematic tableaux, the campaign captures a sense of “innocence regained” where social control dissolves into creative freedom and lightness.

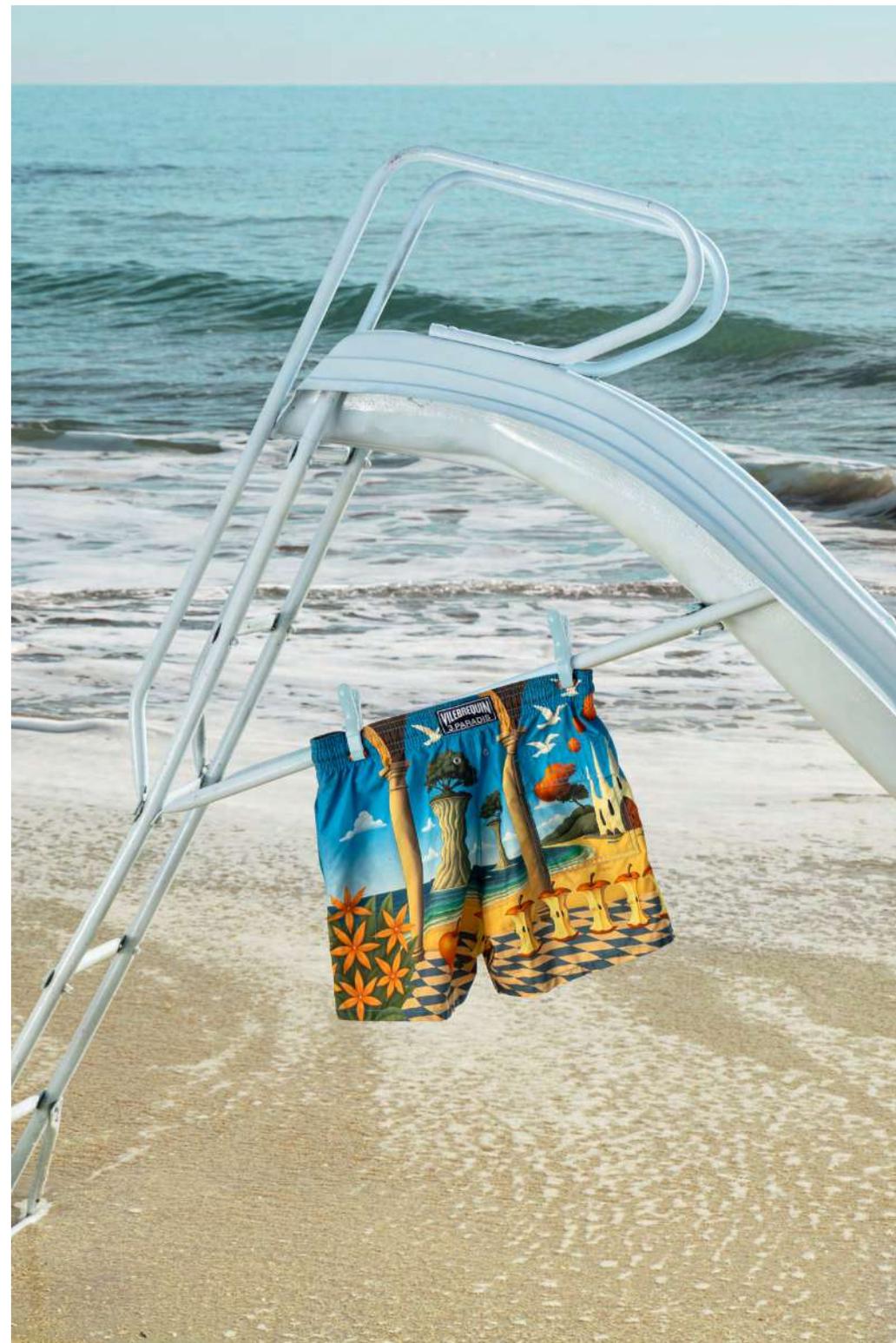
“This collaboration is a poetic escape, an invitation to imagine a world of harmony and lightness. With Vilebrequin, we sought to merge our universes and create a capsule that feels like a Summer dream. It’s an Eden we carry within us.”

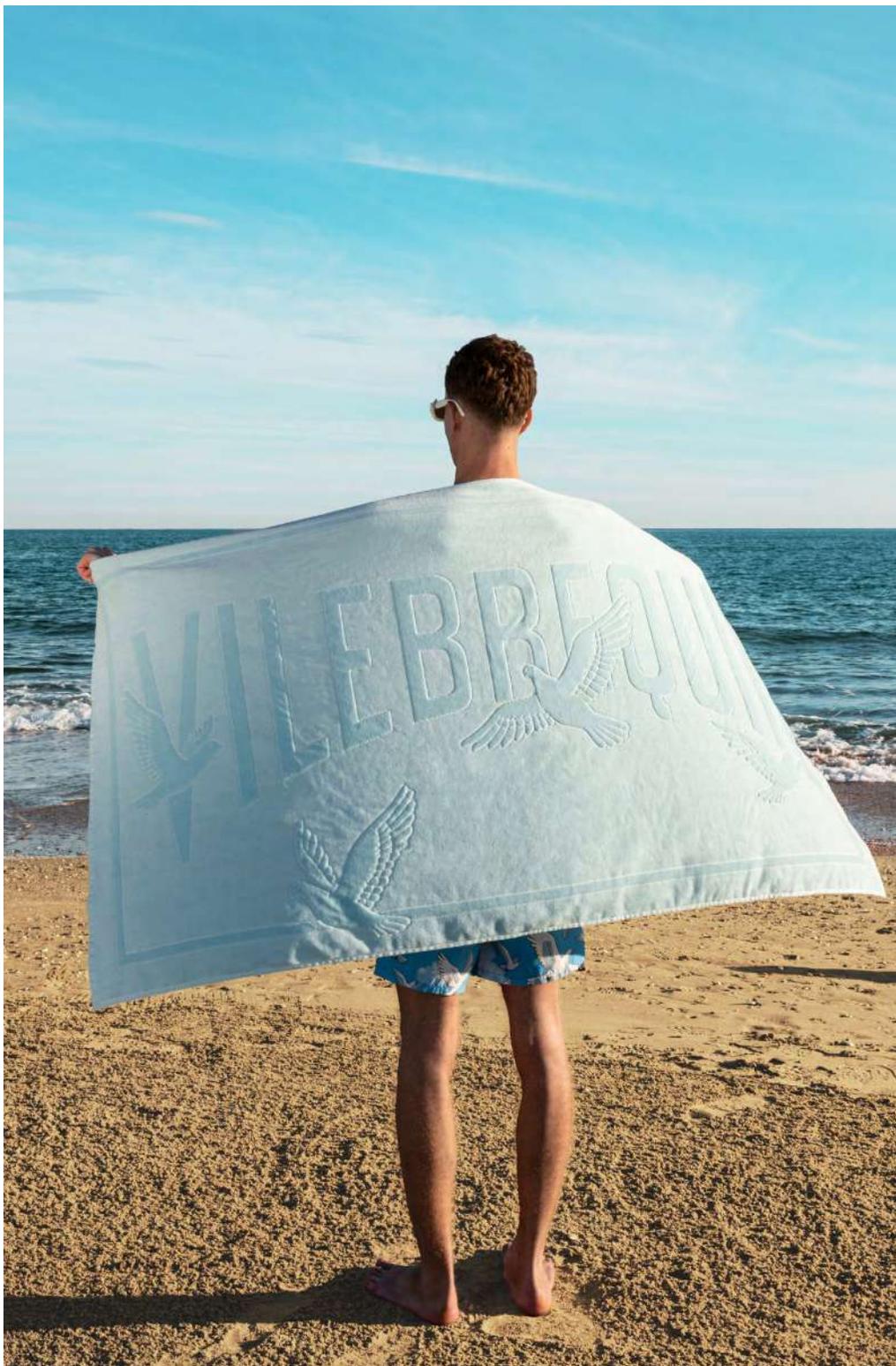
Emeric Tchatchoua, creative director of 3.Paradis



“ Our collaboration with 3.Paradis is the meeting of two worlds united by shared values of optimism, fantasy and lightness. The dove, symbol of peace and freedom resonates deeply with Vilebrequin’s spirit. Together we celebrate a vision where imagination has no limits and elegance is always uplifting. ”

Roland Herlory, CEO of Vilebrequin





ABOUT VILEBREQUIN

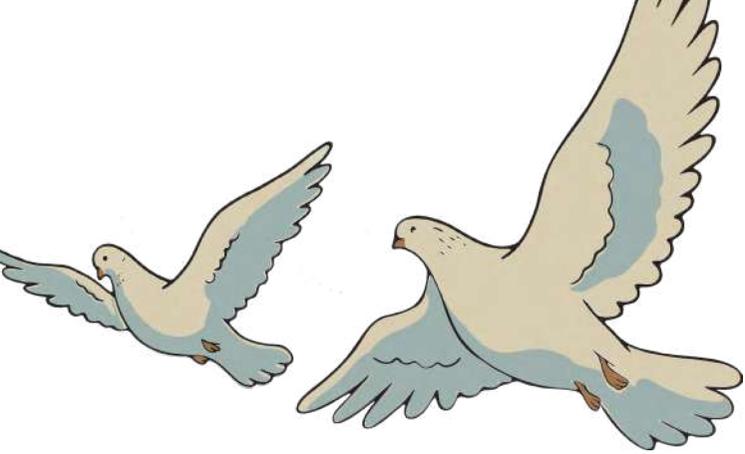
Since turning 50 in 2021, the quintessential French swimwear label never felt more energized. The secret to the House's longevity: Joy, freedom, and the seductive charm of Saint-Tropez circa 1971.

That and an obsession with durable, high-quality tailoring you can vacation with for a lifetime.

Another thing that keeps Vilebrequin young: a passion for collaborating with talents from all over the world.

In recent years, streetwear icons Off-White™, Palm Angels, and Highsnobiety have reconsidered the original swim trunk, solidifying its cult status.

Driven by innovation, Vilebrequin is focused on developing and implementing sustainable solutions, fabrics, and processes that make an impact on vacation, not on the oceans.



ABOUT 3.PARADIS

Founded in 2013 by French designer Emeric Tchatoua, 3.PARADIS is a Paris-based contemporary fashion label that reimagines luxury through emotionally driven storytelling and purposeful design.

Rooted in values of freedom, hope, and universalism, the brand uses fashion as a poetic and symbolic language, blending surrealism, craft, and personal reflection to create dreamlike narratives between reality and imagination.

Worn by global icons and recognized for its evocative campaigns, 3.PARADIS has grown into more than a label: a movement spreading a vision of beauty, unity, and quiet optimism worldwide.





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3. PARADIS

FROM MAY 2026. IN STORES AND ONLINE AT [VILEBREQUIN.COM](https://vilebrequin.com).