

VILEBREQUIN
X
INES DE LA FRESSANGE
PARIS



VILEBREQUIN AND INES DE LA FRESSANGE PARIS

Under the sun of the City of Light

What do an oak leaf and a turtle have in common in spring? Both express their strength and longevity as they bask in the season's first rays of sunshine. To mark the occasion, Vilebrequin has taken a stroll along Paris' Left Bank to team up with the chic, comfortable and timeless label of quintessential Parisienne Ines de la Fressange.



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Under the pavements, the beach!

From the banks of the Seine to the fine sandy beaches of Saint-Tropez, this collaboration reinterprets **iconic pieces in an unmistakably Parisian style**. From the know-how and manufacturing techniques deployed to the materials selected, this capsule collection expresses the image of what it means to be French beyond our shores.

Featuring **14 pieces for women and 7 for men**, it encompasses swimwear, t-shirts, shirts, tunics, pea jackets and trousers. Made from recycled polyamide, organic cotton and linen, these collections showcase **unisex accessories**.

Firmly sealing the union between the two fashion Houses, their iconic prints create the perfect summer allegory.



Dedicated to fun in the sun and on the beach, the Vilebrequin and Ines de La Fressange Paris capsule collection bolsters the reputation of **traditional know-how** on the international scene.

Sporting the colours of the French flag, this collection sails between blue, white and red, and highlights the symbols and emblems of Paris all the way to the shores of the Côte d'Azur. The oak leaf associated with Inès de la Fressange Paris and Vilebrequin's sea turtle both revel in the freedom afforded by the arrival of spring.

This capsule collection interprets the heritage of a **chic yet playful way of life** in a style that is as accessible and joyful as it is refined and luxurious. The **modernity** shared by Vilebrequin and Ines de la Fressange Paris transcends generations, reinventing the **elegance of French holidays** spent in the city or by the sea.

The *Vilebrequin & Ines de la Fressange Paris collection* will be available online and in selected stores from **April 2024**.



ABOUT INES DE LA FRESSANGE PARIS

Who could embody 'La Parisienne par excellence' better than Ines de la Fressange?

From an early age, the model walked the catwalk for some of France's **leading luxury houses**, becoming Karl Lagerfeld's official muse at Chanel. In the late 1980s, she proudly lent her features to 'Marianne' to represent the **image of France abroad**. In her book, this true icon depicts the myth that she has embodied for years and shares, among other things, the City of Light's best addresses.

This desire to convey an effortlessly chic lifestyle is reflected in her eponymous brand, which she took over in 2015. From initial sketches to development, her designs come to life in her studio and workshop located not far from Place des Victoires and the famous Saint-Germain-des-Prés district.

Ines de la Fressange Paris celebrates the iconic heritage of the French capital, delivering a decidedly timeless wardrobe for women. The collections harmoniously blend tradition and subtle modernity through **ethical and sustainable pieces**. Embodied by the Oak Leaf, the clothes can be complemented by accessories and leather goods also designed by Ines de la Fressange Paris to perfect a look and permanently embrace this Parisian lifestyle.



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ABOUT VILEBREQUIN

Rooted in a love story between Yvette and Fred on Moorea beach, the Vilebrequin adventure began in Saint-Tropez in the 1970s. **Over five decades**, its luxury swimwear has become more than just a benchmark, embodying an elegant and relaxed way of life that has been passed down from generation to generation.

Inspiring **joie de vivre and a free-spirited attitude**, how does Vilebrequin stay on course? Drawing on **innovative technology**, unprecedented materials, unique expertise and ocean conservation initiatives, the House constantly revisits its archives while **working to protect the planet**. Bathed in sunshine, it creates timeless collections with a hint of frivolity that are particularly suited to holidays

The Vilebrequin flotilla also combines its French excellence with the skills of designers from around the world: from Jean-Charles de Castelbajac to Shelter, the House sails across the Atlantic, joining forces with HighSnobiety, Deux Femmes Noires and Kenny Scharf to leave an indelible mark on the history of summer clothing and iconic swimwear.

