



VILEBREQUIN



PRESS RELEASE



SUN BALLS, NOT SNOWBALLS!

This holiday season, Vilebrequin has teamed up with Marseille-born La Mariolle to help you bring your best gifting game with a très playful all-terrain pétanque kit— your ticket to endless hours of festive sunshine and laughter.



GIVE THEM PROVENCE FOR THE HOLIDAYS

With Vilebrequin and La Mariolle's exclusive soft pétanque kits, Le Sud is never far!

An innovative and furniture-friendly take on Provence's favorite game, La Mariolle can be played almost anywhere: at the office holiday party (go, accountants!), in your living room with childhood friends—don't worry, Mom, the tree is safe! And if things get heated, just take the game outdoors.

That's the magic of La Mariolle: anywhere is your playground.





A JOY-SOAKED GIFT, RESPONSIBLY CRAFTED.

Bougainvillea, sunshine, sea: experience the colors and emotions of the French Riviera every time you reach for a ball.

Each kit has everything you need to get the holiday fun rolling. Responsibly crafted by a 100% women-led atelier in Turkey, pétanque balls are made with recycled leather from car seat offcuts. Leather is lovingly regenerated, dyed, and assembled before being stamped with Vilebrequin and La Mariolle logos.

The ultimate chic touch: a measuring tape inspired by the iconic Vilebrequin swim trunk drawstring. And just in case you disagree on the rules, you'll find them printed on the dedicated carry bag.

Two versions of La Mariolle exist: classic (like traditional pétanque) or 'crazy', where all rules are off. Define your playing zone, place the cochonnet or jack, and bounce balls off any obstacles—tables, walls, grandma.





ABOUT LA MARIOLE

In 2010, Sébastien Magnan (Co-founder of La Mariole) and his friends played their first game of all-terrain pétanque in an apartment after a good meal. Their only equipment: pairs of socks as pétanque balls and a wine bottle cork as the cochonnet!

From there, they began experimenting with juggling balls, introducing new rules and playing on unexpected surfaces.

The rest was history. During the pandemic, «La Mariole» officially became a discipline with the creation of specially designed soft balls dedicated to the game. After gaining popularity online, the brand now also works with an impressive network of department stores and concept stores to develop exclusive kits in premium recycled materials.

www.lamariole.com





ABOUT VILEBREQUIN

Celebrating the art of vacation, every day.

Vilebrequin has dedicated over 50 summers to refining the art of vacation—always with a sense of playful optimism. The secret to the House's longevity? Never losing sight of the joy, lightness, and freedom of Saint-Tropez in 1971, where our swimsuit legend began. That, and an obsession with durable, high-quality tailoring you can vacation in for years—and others after you. Another thing that keeps Vilebrequin young: innovation. With a global

presence in more than 65 countries, Vilebrequin is focused on developing and implementing sustainable solutions, fabrics, and processes. Dive into an extended range of ready-to-wear, accessories, loungewear and beach essentials is engineered to make an impact on vacation, not on the oceans. To protect our planet's precious marine heritage.

www.vilebrequin.com





**GIFT LAUGHTER AND SUNSHINE.
ALL YEAR LONG.**

**VILEBREQUIN AND LA MARIOLE
SOFT PÉTANQUE SETS. 120 EUROS.**

Launching mid-November at select Vilebrequin stores
and vilebrequin.com in time for holiday season



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Sophie CARREE

sophie@sophiecarree.be

Nicollette DE DECKER

press@sophiecarree.be

