



BATHE IN ART

with Vilebrequin and Paul Signac Artists' Editions

This summer, Vilebrequin celebrates the French Touch. Few artists embody this 'touch' more elegantly and colorfully than painter Paul Signac, a pioneer of neo-impressionism. Bathe in the light of Saint-Tropez with two of his works— reproduced as limited art editions in collaboration with Les Archives Signac.

LUMIÈRE SUR SAINT-TROPEZ

Paul Signac was one of the first to shine a light on the little-known fishing village of Saint-Tropez—and what a light! An accomplished sailor, Signac arrived on his boat Olympia in 1892 and was instantly seduced by Saint-Tropez’s bold colors and energy. It was the start of a 20-year love affair with the place he called “The 8th Wonder of the World.” Along with his artist friends Cross and Matisse, Signac ignited the myth that paved the way for Vilebrequin in the 1970s.

Vilebrequin’s latest chapter in the Artists’ Editions picks up where Paul Signac left off, somewhere between the pine trees and the bright sails.





ateliers were able to preserve their integrity, and make them vibrate again through a new medium.”

The ‘Voiles et Pins’ print is a vibrant example of the artist’s masterful color harmonies, playing on the contrast between rich Mediterranean ochres and shadowy pine trees. In the ‘Sortie du Port de Saint-Tropez’ print, light emanates from the juxtaposition of glowing earthy tones and deep green waters..

Rigorously selected by Vilebrequin Studios, tonal stitching and drawstrings ensure an absolute optical immersion.

THE ART OF PURE COLOR

The collection sees two of Signac’s paintings—‘Voiles et Pins’ and ‘Sortie du Port de Saint-Tropez’—reinterpreted as two swim trunks and a matching linen bowling shirt. Expertly reproduced by Vilebrequin using an innovative 360° printing method, both artworks plunge you into the soul of Paul Signac’s Saint-Tropez.

“Pure, unspoiled colors are a hallmark of Paul Signac’s technique” says Vilebrequin CEO Roland Herlory. “Using Vilebrequin know-how, our



SIGNAC DEMAIN

Through the Artists' Editions, Vilebrequin is committed to bringing art to new audiences and mediums. To coincide with the collection's launch, Vilebrequin will help finance the creation of a comprehensive digital catalog of the Paul Signac's work by Les Archives Signac, making his very modern genius accessible to all.

The Vilebrequin and Paul Signac Art Editions will be available from May 1st, 2024 in Vilebrequin stores at [Vilebrequin.com](https://vilebrequin.com)



VILEBREQUIN. MAKING VACATION AN ART FORM SINCE 1971.

Art in all its forms is a source of vitality for Vilebrequin. Through an ambitious partnership with art publisher JRP|Editions, leading contemporary artists such as Kenny Scharf, Sylvie Fleury, John M. Armleder, Mickalene Thomas & Raquel Chevremont have reinterpreted the spirit of the original Saint-Tropez swimsuit. Over the summers, Vilebrequin has collaborated with American artists Alex Israel and Derrick Adams, photographer Massimo Vitali, and designers Jean-Charles de Castelbajac and Virgil Abloh to continue elevating vacation to the ultimate art form.



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www.vilebrequin.com



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