

PRESS RELEASE

VILEBREQUIN

CRUISE 26

COAST TO COAST

Vilebrequin Cruise 2026 toasts the sun-drenched style playbook of the jet set, immortalized through the lens of legendary society photographer Slim Aarons.

August 1971: Aarons shot some of his most iconic scenes in Saint-Tropez. Meanwhile, Vilebrequin was busy making waves with its first-ever swim short. Same beaches. Same energy. Same unbothered elegance.

For Cruise 2026, that world of carefree glamour vibrates stronger than ever through not one, not two, but three iconic destination wardrobes: The warm, sun-soaked colors of the Riviera. The lush pastels and palms of the West Coast. The crisp, graphic chic of the East Coast.

Choosing won't be easy. But packing will.



BASK ON THE RIVIERA

Rock-carved pools. Bougainvillea everywhere. Harbor cafés. Barefoot elegance. The Riviera was born for basking.

Poppies and Geckos do exactly that. Meet a colorful new swimsuit family—perfect for soaking up every drop of Mediterranean sun. Trompe-l'oeil florals are so vivid, they could be embroidered. Terriblement Vilebrequin!

Lipstick, Vitamin, Topaz, Absinthe, Bacchus. Less of a color palette. More of a casual flirt. Fabrics are just as irresistible—and innovative. Pearl-effect swimwear emerges from the sea. The relaxed elegance of the Moorea is reimagined in linen. Isn't the Riviera heritage all about having fun?

Make a date with late-season warmth in CORENTIN: heavier than your favorite Vilebrequin linen shirt, lighter than a jacket. Layering, perfected.



POOL-HOP ON THE WEST COAST

Sensual. Cinematic. Unafraid of pastels. Between the desert heat and the cool of mid-century architecture.

Whales pirouette across the turquoise Pacific—a breathtaking sight! Debuting for Cruise 2026: the new MOKEA swim short—part-print, part-solid, fully approved.

Boudoir is definitely her color—contemporary, a little vampy, and utterly sculpting. Once she's done swimming, hand her the all-new SAPOCK towel with a pocket. Perfect for stashing her sunglasses. And her secrets.





LAZE TOGETHER ON THE EAST COAST

Lawn picnics. Family summer portraits. Navy as a personality. Style that whispers across the generations—like sailboats in the Atlantic breeze.

The Orcas and Waves print creates a striking impression. Silk separates for her. Swim shorts made to be worn with polos and linen. Every piece tells a story of Vilebrequin craftsmanship—right down to the jacquard towel.

Another standout: Vilebrequin's 100% Merino wool trunks, now with fine all-over print for the first time. A subtle line-drawn turtle motif feels classic yet cultivated—a wink to those who just know.

As the wind gathers or evening falls, reach for the SUBLIME shawl: a warm embrace in Italian-made wool and silk. The Vilebrequin accessory that turns soft hours into rituals.



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. 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—engineered to make an impact on vacation, not on the oceans. To protect our planet's precious marine heritage.

VILEBREQUIN CRUISE 2026 COLLECTION

Three Coasts. One Destination: Le Soleil.

Available in stores and online at [Vilebrequin.com](https://vilebrequin.com)
from **October 2025**

