



VILEBREQUIN

The Mistral

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Mistral, a unique experience

One theme, ten limited edition designs, and only three weeks to get your hands on them !

Every three weeks, a dozen new models are on sale based on a unique theme, giving collectors and enthusiasts exclusive access to creations produced in ultra-limited series.

Visit the dedicated page on Vilebrequin.com and immerse yourself in the world of our embroidered swimsuits: Mistral, a testament to our expertise.

Mistral embroidered editions - Vilebrequin Limited
Prices from 565€ / \$750



The origin of the Mistral

Mistral embroidered editions first hit the beach back in 2007. Initially limited to a handful of models, they now represent up to 40 designs per season.

But they're no less exclusive! Every swimsuit is a collector's piece, with only 99, 199 or 299 units ever produced per print and color.

And as if limited, numbered and embroidered weren't luxurious enough, solid silver tips cap off each trunk.





The art of Fantasy

Embroidery is its own art form. And a fine one at that! Everything starts with a sketch from Vilebrequin Studios, brought to life using different thread colors and techniques.

The hand begins weaving its magic from this early stage: reproducing a dégradé, reflecting shadow and light accurately, capturing every nuance using 2 to 8 colors of thread, depending on the motif. Mission: impossible? Obviously you haven't met our craftspeople.

Embroidered swim shorts require eight different steps and several months before they're ready to hop in your suitcase. Each of these stages demands specific know-how. From conception to vacation, over a year passes by.

Vilebrequin works with the finest fingers in the industry. Only three ateliers in the world have the skill required to embroider a Vilebrequin swimsuit.

All are located in Europe (France, Italy, Austria).

Inside the journey

INTERPRETING : The leap from sketch to embroidery is particularly challenging. This is where the ateliers' expertise proves essential. They each have their own approach, though more often than not an illustrator draws a pattern in close collaboration with Vilebrequin Studios.

PROGRAMMING : Then comes the (highly complex!) task of programming embroidery machines. The slightest variation in color or stitch spacing and you have to start all over again.

SAMPLING : Now the real fun can begin: embroidering the swimsuit fabric using a smallish loom (around 3 meters). It takes several hours just to create the sample. The more intricate and dense the weave, the longer the process takes. After waiting (im-)patiently, it's time to discover the results.

PRODUCING : This is where we take things up a few stitches, using looms measuring up to... 21 meters! Hundreds of needles perform a precise choreography. Keeping a close eye on them from behind the machine, the spinner ensures everything goes seamlessly. There's no room for approximation in embroidery: 5 to 6 years of training are needed to become a master spinner. If a single thread breaks, the entire loom has to be stopped in order to replace it. Zero compromises.



FINISHING : A darn important task. One entirely performed by hand to ensure even the slightest imperfection doesn't escape the notice of the craftmans. If there's a gap, a flaw or a stray thread, it won't make it past this point.

INSPECTING : Before we can sign off on swim shorts, they have to undergo scrupulous quality controls. Every last detail is examined by trained eyes and fingertips, outside and in. You can tell the true quality of Vilebrequin embroidery from how it looks on the reverse. And how it feels on the skin.

PRESSING : All that excitement can leave fabrics flustered. To help them regain their composure, we give them a good pressing using a giant steam iron. There's nothing more soothing than a good hammam.

ASSEMBLING : With the exception of placed embroidery (Mistral's younger cousin, Motu), fabrics are woven on the loom before being sent to be cut and crafted into the swim shorts you know and love.

One final inspection... and voilà!





Weaving Innovation

At Vilebrequin, embroidery isn't just a matter of technique. It requires creativity. The looser or denser the stitch, the more graphic the effect or the more texture you create. Multicolored yarns give embroiderers a broader palette to play with. A change in direction can create reflections, or dictate whether a finish is matte or brilliant... With enough imagination, there's no limit to innovation.

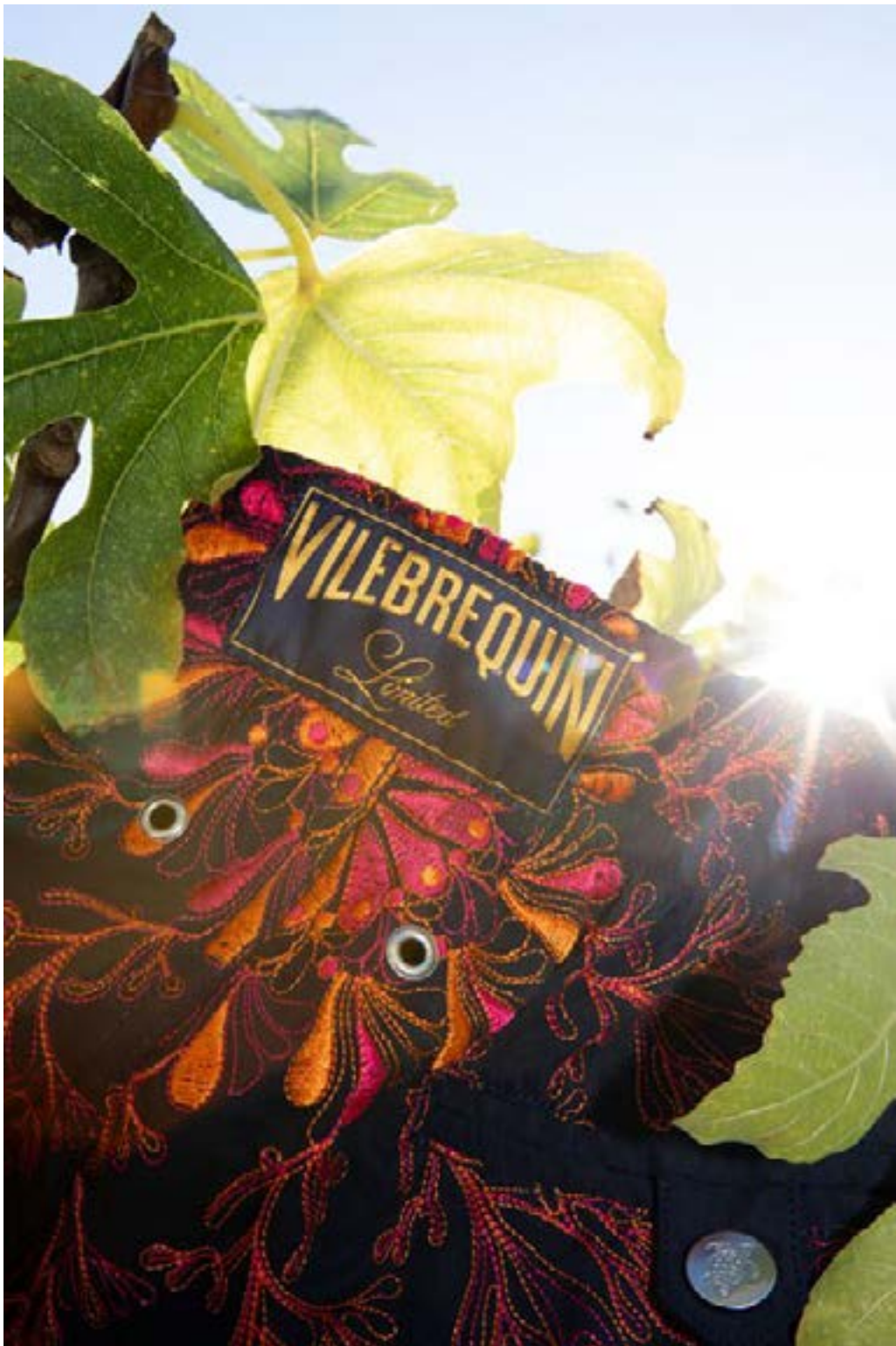
A head for thread

Using the right thread is vital. It's what guarantees that summer-after-summer quality you expect from Vilebrequin. You won't catch us using a lightweight polyester: anything less than 30-40 diameter lacks sufficient wearability. Yarns are selected for their optimal resistance to sun, saltwater and chlorine.

The golden exception

For the ultimate swimsuit fantasy : the embroidered PRESTIGE using precious 24 Karat gold-coated yarn. A particularly difficult material to work with, this rare technique is only mastered by one atelier located in Italy. The drawstrings present the final touch of elegance ... finished with 22-karat gold aglets.

Prices on demand



Mistral embroidered editions - *Vilebrequin Limited*

Limited up to 99, 199 or 299 pairs according to design

Prices from 565€ / \$750

**Available from selected Vilebrequin stores worldwide
and online at [Vilebrequin.com](https://www.vilebrequin.com)**

About Vilebrequin

Vilebrequin has dedicated over 50 summers to refining the art of living at the beach—always with a sense of playful optimism. The secret to the House's longevity? Never losing sight of the carefree freedom of Saint-Tropez in 1971, where our swimwear story began. Unrivaled since its creation, the original luxury swim trunk continues to charm generations of vacationers with its unique blend of humor and elegance. As we dive into tomorrow, Vilebrequin is focused on creating high-quality, long-life swimwear. Swimwear that can be worn, re-worn, repaired, and passed on.