



## **VILEBREQUIN AND FABRICE HYBER SWIMTERACTION #1**

*Vilebrequin announces the first of three SWIMTERACTIONS with major French artist Fabrice Hyber for Summer 2026. Beach and art colorfully interfere across two living prints—a crossing of canvas and waves.*

# VACATION. LIVED AS ART.

Since 1971, Vilebrequin's vocation has been to make vacation more colorful, artful, and inspired. Brushstroke by crayonmark, motif into mischief: the original Saint-Tropez swimsuit becomes a space for freedom. Add sun and sea to the mix—what could be more appealing? Leading figures from the contemporary art scene have had no trouble swapping galleries for parasols.

The vibrant waters of Kenny Scharf, Sylvie Fleury, John M. Armleder, Mickalene Thomas & Raquel Chevremont, in partnership with JRP|Editions and Vilebrequin. The summer visions of Alex Israel, Derrick Adams, and Massimo Vitali. Or the sunny disruption of Jean-Charles de Castelbajac and Virgil Abloh. With each artist collaboration, Vilebrequin reframes the swimsuit as a playful, living medium.

*« Bringing art to the beach has always been the dream. We do not pretend to do art but we tried to reproduce Fabrice Hyber's art in the most honest and respectful manner ; with the know-how of Vilebrequin Studio and ateliers, we are capable of delivering printing techniques that are as close as possible to the original artwork's unique color and contrast. »*

**Roland Herlory, CEO Vilebrequin**



# FABRICE HYBER TRIGGERING SUMMER

Now it's the turn of Fabrice Hyber, among France's most celebrated international artists.

His practice mutates, proliferates, and hybridizes—spilling into science and nature.

In the first of three cycles for Vilebrequin—continuing through Cruise 2027 and Summer 2027—two print stories invite us to journey beyond familiarity.

Surf a world of uncontained forms, where reality overflows, fish echo plants, and bubbles multiply.

Photographer Alexandre Guirkingier shot the campaign on location at Fabrice Hyber's Vendée valley a natural and artistic retreat in the heart of the forest.



# PESCADOR

## FATHER AND SON GO FISHING

*"Like a series of notes scribbled freely in a holiday journal or diary. Fish aren't drawn, but scattered."* — **Fabrice Hyber**

Not your traditional fishing trip. An underwater rêverie, told in charcoal and watercolor.

Available as a classic men's Moorea and Jim trunk for boys, with a matching shirt, bob, and tote in linen.



MEN SWIM SHORTS PESCADOR  
VILEBREQUIN X FABRICE HYBER

250€/ 250€ / 285CHF / \$340 / HKD2700



BOY SWIM SHORTS PESCADOR  
VILEBREQUIN X FABRICE HYBER

125€ / 125€ / 140CHF / \$170 / HKD1400



LINEN TOTE BAG PESCADOR  
VILEBREQUIN X FABRICE HYBER

165€ / 165€ / 190CHF / \$230 / HKD1800



MEN LINEN BOWLING SHIRT PESCADOR  
VILEBREQUIN X FABRICE HYBER

220€ / 220€ / 230CHF / 300\$ /  
HKD2500



LINEN BUCKET HAT PESCADOR  
VILEBREQUIN X FABRICE HYBER

115€ / 115€ / 135CHF / \$150 / HKD1200





# MULTI BUBBLES

THE AIR YOU NEED THIS SUMMER

*“Bubbles conjure ideas of marine life. Or soap suds. Splashing in the water, creating pockets of rest and lightness.”*

— **Fabrice Hyber**

Like a sea of thoughts, suspended in the air.

Permission to bubble.

Available as a classic men’s Moorea trunk.



MEN SWIM SHORTS MULTI BUBBLES  
VILEBREQUIN X FABRICE HYBER

250€/ 250£/ 285CHF/ \$340/ HKD2700



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SWIMTERACTION #1**

**From April 2026. In stores and online at [Vilebrequin.com](https://vilebrequin.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 engineered to make an impact on vacation, not on the oceans. To protect our planet's precious marine heritage.



# ABOUT FABRICE HYBER



## **Art as a Living Organism.**

Born in 1961, Fabrice Hyber is a major French artist, internationally recognized, working at the crossroads of art, science and nature. The activity and artistic thought of Fabrice Hyber, who defines himself as a quantum artist, are constantly traversed by the notions of mutation and transformation. Trained in science before entering the École des Beaux-Arts in Nantes, he started as a painter, but quickly expanded his practice to include biology, physics and mathematics, creating works that function like evolving ecosystems. As he became one of the youngest Golden Lion recipients at the 1997 Venice Biennial, the artist has been receiving increasing attention on the international stage; he was elected a member of the Académie des Beaux-Arts in 2018.

The artist designs his work in the form of a gigantic rhizome that develops on the principle of echoes.

Invariably starting from the practice of drawing and painting, he invests all modes of expression and constantly diffuses his work from one medium to another: *“No matter the materiality of the work, only its ability to trigger behaviors”*.

We see in his canvases trees with multiple ramifications, hybrid beings, arrows suggesting infinite recycling and cellular forms.

Fascinated by the viral mode of operation, Fabrice Hyber, from the 1980's, precluded our mode of communication in networks. Interferences, interactions, influences on behaviors... are at the heart of his approach.

His way of proceeding with variable geometry is enriched each time by a dialogue with multiple disciplines (from physics to neurosciences, from astronomy to herbal medicine, etc... ) to refer the spectator/actor to a larger project. The playful dimension irrigates all the work of the artist.

The living and nature are explored at will by the artist who has made green his favorite color. Intermediate states, mutants, hybrids, Hyber surrounds himself with new heroes and gives birth to a multitude of animal-plants, running trees or sponge men/women....

Committed to an intuitive and poetic form of ecology, he plants, harvests, observes, and makes nature a true partner in creation.

Hyber does not depict nature, he collaborates with it. Since 1995, his ideal forest has been growing in the Vendée valley of his childhood where the artist has sown 300 000 trees of hundreds of species.