



VILEBREQUIN

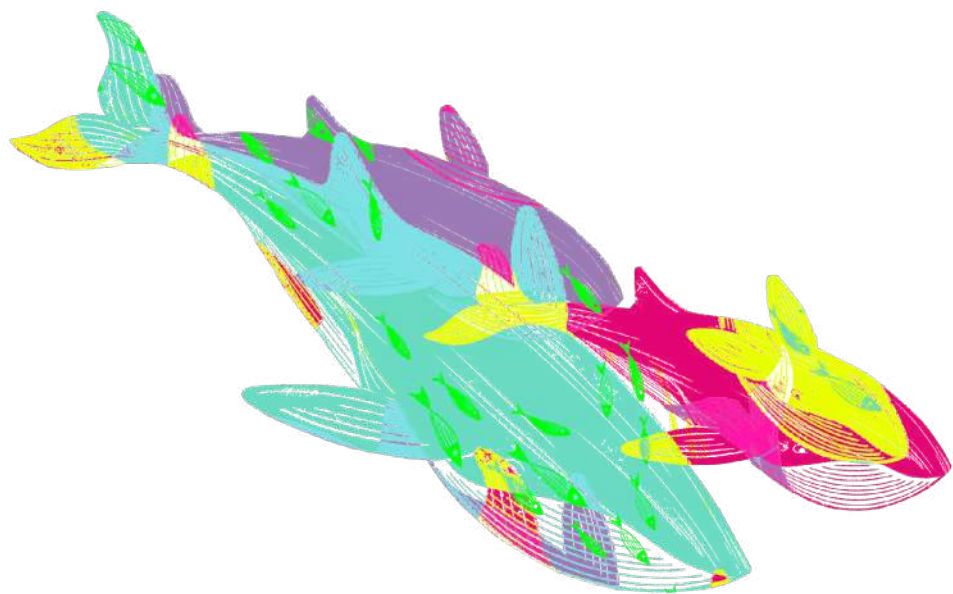
JOY RUNS BOTH WAYS

**THIS FATHER'S DAY, VILEBREQUIN CELEBRATES
A SAINT-TROPEZ TRADITION, SOAKED IN SHARING.**

Most legacies are passed down. Leave it to Vilebrequin to change the rules.

Few moments are more sacred than the swim—a serious part of Dad's job description, and one that calls for the right attire. Introduced in the early '90s, the original father-and-son swim trunks have become the House's intergenerational language of fun: a ritual shared across summers, shorelines, and lifetimes.

Far more than a gift, they're proof that joy runs both ways—and that mischief can be learned at any age.



THIS WHALE BE FUN THE 2026 FATHER'S DAY EDITIONS

Exclusively for Father's Day 2026, Vilebrequin dives into the colorful world of whales —nature's most playful and protective species. Have they met Dad?

Inspired by the art of screen printing, the limited-edition Whales Offset motif purposefully disobeys the lines, creating a surreal superposition. Abstract from a distance, the design comes into focus the closer you get —if you can keep up with the kids, that is.

Tailored from durable, high-quality stretch yarn, the Father's Day editions are designed for fathers, sons, and daughters who live for the water. Be patient. They'll have to come up for air eventually.

The capsule includes men's Moorise and Okorise stretch swim trunks, boys' Jirise trunks, and the Grilly one-piece for girls.



FATHER'S DAY COLLECTION 2026



MEN SHORT SWIM SHORTS
WHALES OFFSET

250 € / 285 CHF / 250 £ / \$340 / HKD2700



MEN LONG SWIM SHORTS
WHALES OFFSET

250€ / 285 CHF / 250 £ / \$340 / HKD2700



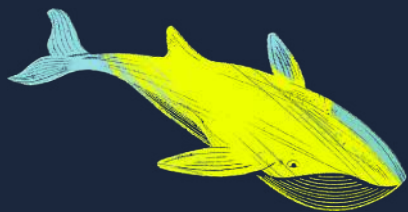
GIRL ONE PIECE SWIMSUIT
WHALES OFFSET

130 € / 155 CHF / 130 £ / \$170 / HKD1500

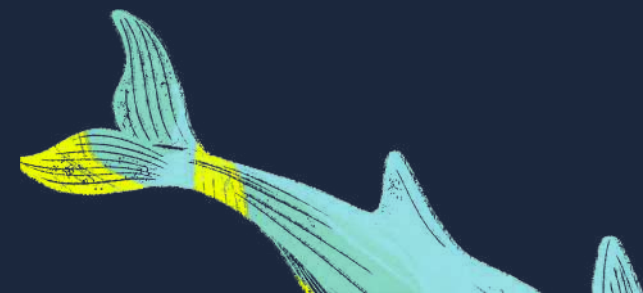


BOY SWIM SHORTS
WHALES OFFSET

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



AVAILABLE IN VILEBREQUIN STORES WORLDWIDE
AND ONLINE AT VILEBREQUIN.COM

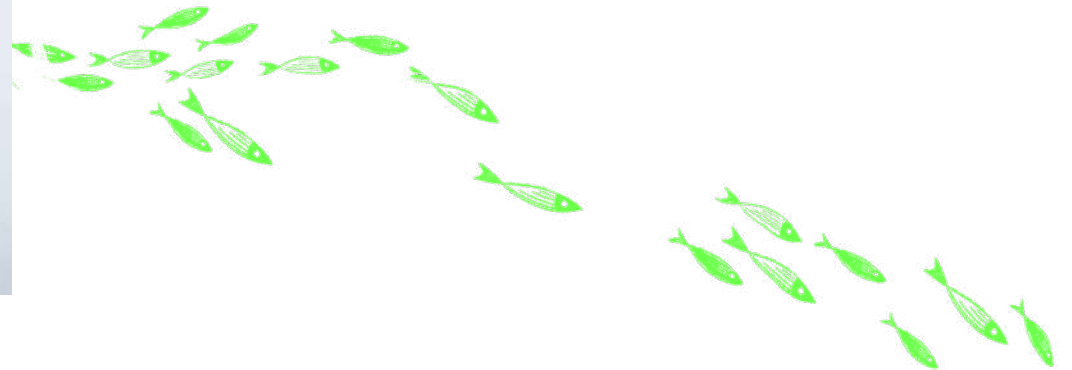




BENNI VALSSON FOR VILEBREQUIN THE FATHER'S DAY CAMPAIGN

For the second year in a row, Benni Valsson masterfully captures joy in motion. Tender, unscripted, and playfully framed, the 2026 Father's Day campaign celebrates role reversals: kids acting wiser than their dads, dads borrowing moves from their little heroes, grandfathers still setting the pace.

Staged by French fashion film director Guillaume Jolly, a series of short skits brings the concept to life — joy as something shared, passed back and forth, fluid as the tide.



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 BENNI VALSSON

Although Benni Valsson has a hankering for shooting plain folks, it's for his pictures of celebrities like Leonardo DiCaprio, Daniel Craig, Jessica Chastain, Ryan Gosling... that we best know him today. After his debut in Iceland, Benni moved to Paris and now shares his time between Paris and London.

Besides his work for magazines and commercials, Benni's portraits have been shown in the MAAM - Moscow House of Photography, Reykjavík Art Museum, Akureyri Art Museum, and The Portraits Festival in Vichy.

