

INTERNATIONAL EDITION

THE RAKE

THE MODERN MEN OF CLASSIC DELEGANCE

Exclusive interviews

WILLEM DAFEOE

Will and testament

The Rakes of the Year issue

THE MOST STYLISH MEN
ON EARTH CHOSEN BY THE
MOST STYLISH WOMEN

THE RAKE ATELIER:
Z ZEGNA, IWC AND RADO

DOLCE & GABBANA
ALTA SARTORIA

Plus

MARY RANDOLPH CARTER
THE EARL OF SNOWDON
FLAVIO MANZONI

ISSUE 61 66-90



atelier

INVESTMENT HANKER; SPIN CYCLE;
AGEING GRACEFULLY; SPREZZATURA.





Vilebrequin X Massimo Vitali swimshorts

Roland Herlory, Vilebrequin's custodian since he became its C.E.O. in 2012, once told *The Rake* that, were the brand a song, it would be Serge Gainsbourg's *Sous le Soleil Exactement*, a track whose mood is as achingly cool as its time-signature is unpredictable, thus making it the perfect encapsulation of the brand's *irreverencia*.

This latest addition to the company's canon, though, moves the setting out of *le soleil* and into *la neige* — or away from Saint-Tropez, where a young photographer and sports journalist by the name of Fred Prysquel invented a vibrant beachwear brand to cater for the jet-set crowd in the early seventies, and over to the slopes of Flaine, a Bauhaus-inspired retreat that became fashionable around the same time as Saint-Tropez.

The shot emblazoned onto this range was taken, exclusively for Vilebrequin, by Massimo Vitali, an Italian photographer who has been passionately photographing beaches all over the world for more than 20 years and has been working with Vilebrequin since the French brand invited him to "transform the beach into an open-air gallery". Keen-eyed regulars of the more fashionable Alpine hotspots may have noticed that Mont Blanc, here, provides a dramatic backdrop.

www.vilebrequin.com

Vitali, whose large-format work has been showcased in the Venice Biennale and Art Basel Miami, is renowned for his elegant composition, which here is respected by highly sophisticated 360° printing techniques. The range features reversible down vests, a 'Packmu' fold-and-roll bag, sweatshirts, and a limited edition T-shirt. Pictured here (you won't need it pointed out) is the range's Moorea swimshort, a classic cut in 100 per cent polyamide that yells 'early seventies' at passersby and has an elastic waistband, drawstring, pockets and a back pocket with Velcro flap.

Sometimes described as "the oldest photographer of the young generation", Vitali's shots wittily embrace the quirkier side of life. Check out, here, his playful use — not for the first time in a Vilebrequin collaboration — of the *mise en abyme* technique, whereby many of the skiers in the shot are wearing items depicting themselves from the range.

This is more than just investment in your next foray into warmer climes: this is all about the acquisition of a garment that takes the hottest collaboration in beachwear history into cooler climes.