MINGHALLONGAL KONTON

## JOHN BORNE

THE MODREN VOICE OF CLASSIC BURGANCE

Visclasive imtervieus

## WILLEM DAFOE

Will and testament

The Rakes of the Year issue

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

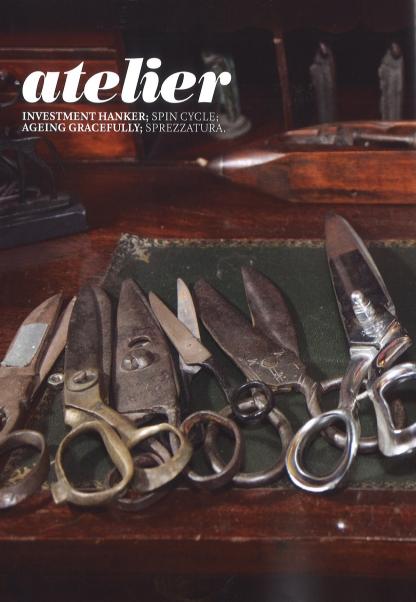
THE RAKE ATELIER: Z ZEGNA, IWC AND RADO

DOLCE & GABBANA ALTA SARTORIA

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MARY RANDOLPH CARTER THE EARL OF SNOWDON FLAVIO MANZONI









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 the would be Serge Gainsbourg's *Sous le Soleil Exactement*, a track who mood is as a chingly cool as its time-signature is unpredictable, thus making it the perfect encapsulation of the brand's *irreturencia*.

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 inwited 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. Vitali, whose large-format work has been showcased in the Venice Bienniale 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 poung 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.

www.vilebrequin.com