

Vilebrequin opens larger, redesigned boutique at Bal Harbour Shops

By Ina Paiva Cordle 10/20/2014 3:33 PM



Vilebrequin, the swimwear and resort brand founded in St. Tropez that is known for its colorful, printed men's swimsuits, on Monday opened a newly located, larger and redesigned store at Bal Harbour Shops.

The brand, which has had a boutique at Bal Harbour Shops for 10 years, said its new, 1,400-square-foot Bal Harbour boutique ranks as its largest in the world — among 147 stores in 55 countries.

“It’s the biggest store in the world in terms of square footage and in terms of sales,” said Brian H. Lange, president of the Americas for Vilebrequin, who was in town from New York to inaugurate the new store. In the United States, Vilebrequin has 18 stores, including one in Palm Beach.

The brand, which dates back to 1971, offers men’s swimwear — sized from two years old to 6XXL — and ready-to-wear apparel, as well as women’s and children’s collections, including father-son and mother-daughter matching apparel. Prices mostly range from \$65 to \$910.

Vilebrequin’s loyal clientele — who have been snapped romping at the beach in its swimwear — include royalty like Prince William and Prince Albert, and celebrities Leonardo diCaprio and Jay-Z, as well as various Kardashians.

Overall, the brand’s top sellers are men’s swimsuits, followed by men’s linen shirts and linen shorts, said Vilebrequin Chief Executive Roland Herlory, who divides his time between the brand’s headquarters in Geneva and St. Bart’s, and was here for the inauguration.

At Bal Harbour Shops, the new boutique features a beachy feel, with blond wood floors, white rocks and driftwood, with a blue ceiling depicting the sky, amid floating clouds.

“We want to have it look luxurious but cool,” Herlory said, “joyful, fresh, and not too serious.”

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