

APPAREL AND ACCESSORIES

## France's Vilebrequin asks for shots of vintage swim trunks in ramp-up to special anniversary

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*Swimwear maker Vilebrequin is aiming to engage its housebound audience with a new promo to dredge up nostalgic memories of good days in old swim shorts. Image credit: Vilebrequin*

By LUXURY DAILY NEWS SERVICE

French swimwear maker Vilebrequin, closing in on its 50<sup>th</sup> anniversary, is running a new promotion to get consumers to send in shots of vintage shorts.

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The Saint-Tropez-based company is asking customers to dig through closets, attics, suitcases and drawers to find pairs of swim shorts dating from 1971 to 2000.



*Vilebrequin's swimsuit hunt. Image credit: Vilebrequin*

#### Treasure trunk

Once found, [Vilebrequin](#) is encouraging customers to send pictures of the front and back of their shorts.

A brief write-up of where and when these Vilebrequin swim shorts were acquired and the story behind them should be sent it with the photos so that the company can identify them.

The write-up and images can be sent to [heritage@vilebrequin.com](mailto:heritage@vilebrequin.com).

"Once they've been authenticated and documented by Vilebrequin HQ, we'll be in touch with a reward for all your help. Clue: it's better than chocolate," the company said.



*Home is the new beach for consumers avoiding getting infected with the COVID-19 coronavirus. Image credit: Vilebrequin*

The new promo is part of the overall Home is the New Beach theme from Vilebrequin as its customers and prospects are housebound under lockdowns in Europe and North America.

The marketer is also pushing its turtle-themed swim trunks for which it is known, newly published coffee table books and recipes.

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