

TRAVEL AND HOSPITALITY

St. Regis, Vilebrequin release capsule collection

May 21, 2025



The capsule collection pays homage to the hotel's history and founding by the Astor family. Image credit: St. Regis

By KIRAN GILL FOR LUXURY DAILY NEWS SERVICE

Hospitality brand St. Regis Hotels & Resorts and French swimwear maker Vilebrequin are launching a limited-edition capsule collection.

The 2025 partnership builds on the success of the brands' 2023 collaboration, expanding the collection to include swimwear, accessories and beach games inspired by the hotels' Family Traditions program. The collection will be available for purchase at select St. Regis resorts and flagship Vilebrequin, as well as online.

"At St. Regis, we've always been inspired by our brand's founding family, the Astors, and their spirit of connection in the most special moments that they celebrated together," said George Fleck, senior vice president and global brand leader of **St. Regis Hotels & Resorts**, in a statement.

"These values remain at the heart of the St. Regis Resort experience today," Mr. Fleck said. "As we expand into the world's most coveted leisure destinations, we're creating new opportunities for guests to celebrate time together across generations, fostering authentic and meaningful family connections.

"Partnering with Vilebrequin, a brand known for its refined yet nostalgic approach to resort wear, beautifully complements our Family Traditions programming and our commitment to curating enduring memories."

Fun in the sun

The collaboration explores multigenerational travel as each piece features exclusive prints inspired by the hotel's Family Traditions program, which honors the legacy of the founding Astor family.

The "Family Stripes" design utilizes the bespoke King Cold Red shade, a playful nod to The St. Regis New York's King Cole Bar, where the Bloody Mary cocktail first originated.

To mark the launch, St. Regis properties will host a series of lifestyle activities tailored for the family. One such experience is the "Family Meal" dining experience served poolside or beachside, featuring a three-course menu and a collectible beach bucket.

Certain St. Regis properties will bring the collaboration to life with takeovers inclusive of the Vilebrequin motif appearing on cabanas, lounges and public spaces. Paddle court games and art classes will also be available.



Prints inspired by the St. Regis adorn the swimwear pieces in the collection. Image credit: St. Regis

"At Vilebrequin, we believe true luxury lives in the memories we create and the ones we pass on," said Roland Herlory, CEO of Vilebrequin, in a statement.

"Our partnership with St. Regis is a brand celebrated for its legacy of tradition and exceptional style brings that spirit to life through sun-filled, immersive experiences," Mr. Herlory. "From our vibrant Saint-Tropez accessories to the House's signature textiles woven into resort life, we're creating meaningful moments families will treasure."

In January, the hospitality brand launched Caf Ginori at The St. Regis in Florence, Italy, with Kering-owned Italian porcelain brand Ginori 1735 ([see story](#)).