



SOLEDAD BRAVI X PETIT BATEAU

HELLO SEASIDE!

Who better than Soledad Bravi to capture the joy of a child returning to the shore in summertime? The Parisian illustrator and author has designed a capsule collection for Petit Bateau in organic cotton for babies, kids and grownups... in the form of a love letter to the ocean.



SIMPLE SYNERGIES

The designer has so much in common with the brand beloved by fans of quality cotton knitwear. They share a passion for little ones and parents too, as well as an appreciation of simplicity and a gently mischievous perspective on the world.

THE OCEAN IN MOTION

For this capsule collection, Soledad Bravi turns her playfully tender gaze on the summer beaches of our youth – the sand castles, frolics in the sea breeze and boogie board adventures. Because Soledad loves the sea in motion, her brush evokes more than just the calm blue horizon; with her we want to race into the surf, preferably with a board under our arm! Even the iconic marinière stripe becomes the perfect wave. WOO HOO! Surf's up!

PORTRAIT GALLERY ON ORGANIC COTTON

From those pining for the beach to those enjoying it on daddy's shoulders or in mummy's arms, not to mention a mini skimboard champion and a rainbow of colorful surfers, Soledad Bravi presents a gallery of endearing characters on bodysuits, t-shirts, one-pieces and beach dresses. All are made with organic cotton, in keeping with Petit Bateau's commitment to sustainable development.

SOLEDAD BRAVI

Soledad Bravi never gets bored, she's too busy doing what she loves and trying new things! She creates stories for children and comic books for grownups, illustrates posters, designs a weekly mood post for Elle France magazine, and even teaches drawing like a pro with her Instagram tutorials. She views childhood with a true sense of wonder and depicts both young and old(er) with tender humor and authenticity.

Q&A

BEFORE THIS COLLABORATION, WHAT DID PETIT BATEAU EVOKE FOR YOU?

Intimacy! Petit Bateau means the panties I wore as a child, then those of my daughters; I watched them grow up in their milleraies-striped tops. In my head I have these images of children wearing these soft knits next to the skin, it's so cute! And for me Petit Bateau is quite simply the ultimate in cotton.

WHAT WAS YOUR REACTION WHEN THE BRAND PROPOSED THIS COLLABORATION?

I was obviously delighted. To work with a brand that feels like part of the family, how could I refuse? For me, a collaboration has to correspond to the way I live my life. Illustrating Petit Bateau clothes made perfect sense to me.

WAVES ARE FRONT AND CENTER IN THE ILLUSTRATIONS FOR THIS COLLABORATION. WHAT INSPIRED YOU?

The Basque coast. I've been going there for many years, although I used to be more of a Mediterranean sea kind of girl. I literally fell in love with the place. You never know what the weather will be tomorrow, or even later that afternoon. The ocean is never the same – the tide, the sky, everything changes, everything moves and I love it. It's always a surprise.

The marinière stripe that transforms into a curling wave is a strong symbol of the collection.

Yes! I immediately saw the stripes of this iconic garment like swells on the horizon, with the first curving up so my character can ride the wave. That's really what the ocean is to me.

YOU DREW THE SURFERS IN ACTION... AS WELL AS THEIR WIPEOUTS! A "COMIC BOOK" TOUCH?

It's true that falls can be very beautiful, spectacular even.

One of my favorite pastimes at the beach is watching surfers. Everything fascinates me, it's a real ballet: there are those who surf all the time and do it very well, with or without water shoes, with or without a balaclava, others who don't know how to surf but do it anyway, some who study the waves for hours before catching one, a few who run straight in... And then there is the moment when they come out of the water, generally a lot less exuberant than when they went in ;-).

MIGHT YOU BE TEASING THEM A BIT?

I love to make gentle fun of the people I draw, but I also make fun of myself through them: when I draw a Parisienne in Elle magazine, it's my own Parisian foibles I'm showing! And on the beach at Bidart, I remember times when I went into the water on a bodyboard, convinced that I was going to put on a show, and then coming out with my swimsuit in a twist and my hair all tangled, and sometimes even falling fast asleep with my flippers still on my feet!

In your artwork and in your words, we can really feel the excitement and jubilation of "going to the sea."

It's true, it's something I feel deeply myself when I see the sea again. When I write or draw, I always try to put myself in the place of the person I am depicting. I like to ask myself how they live, what their days are like, how they feel. And it's the same with a child. Putting myself in the place of a child, that's an exercise I really like ;-).

DID YOU DO YOUR DRAWINGS ON-SITE?

Yes, most of them. I never go to the beach without my sketchbook. I sit down, I look around, and everything is a gift. The children who run to dip their toes in the water and then run away screaming with excitement when the waves lick their legs, the strollers, the families, and of course those lying on their towels at low tide who get caught by the rising sea!

PRESS CONTACT :

UK, SPAIN, NETHERLANDS, GERMANY, AUSTRIA :
Press office : Catherine Miran, 50, Rue Etienne Marcel, 75002 PARIS
Mélissa Tonin : +33 (0) 1 42 36 65 85 - melissa.t@catherinemiran.com