

**MONTE-CARLO**  
SOCIÉTÉ DES BAINS DE MER



**MONTE-CARLO**  
**BEACH**



Jacquemus is back this summer at Monte-Carlo Beach

**Press Release – Monaco, 24 June 2026 – Following its debut in 2025, Jacquemus returns to the Monte-Carlo Beach Club with a new set design inspired by a reimagined seaside aesthetic. The overall concept draws on the aesthetic of 1950s beach clubs, where elegance meets Mediterranean leisure.**

This season, banana yellow gives way to a very fresh colour palette: a mint blue, punctuated with coconut milk white, and accented with black. The stripe, now an iconic signature of the brand, runs diagonally, evoking a prism-like effect that is both graphic and delicate. It adds rhythm to the space, from the jetty to the sun loungers, from the umbrellas to the towels, incorporating every element into this new colour scheme.

The Pool Bar incorporates these shades through its clean lines, enhancing that sense of summery softness. A photo booth inspired by the 'Plage' collection has been set up this season, allowing visitors to take photos against a backdrop featuring, amongst other things, the Jacquemus Hippocampe scarf.

The collaboration is also on display at the Hôtel de Paris Monte-Carlo in a dedicated display window. At the Beach Club, two Jacquemus boutiques are offering a selection of items co-branded by Jacquemus and Monte-Carlo Beach: a towel, a T-shirt and a beach bag.

Conceived as a natural extension of the Mediterranean summer, Jacquemus Monte-Carlo Beach is continuing the dynamic initiated last year until 27 September 2026, reaffirming its Mediterranean roots and a particular vision of the art de vivre.

### Practical information:

Jacquemus at Monte-Carlo Beach

Monte-Carlo Beach, Av. Princesse Grace, 06190 Roquebrune-Cap-Martin

Shops are open 7 days a week from 10am to 7pm (shops are also open to customers who are not members of the Monte-Carlo Beach Club)

### [Download the visuals](#)

#### **About Jacquemus**

*Jacquemus was founded by Simon Porte Jacquemus in 2009 in Paris, France. Dedicated to the memory of the designer's mother, the brand draws its inspiration from a passion for culture. The women's and men's collections refer to the French art of living and the universal gestures of beauty, incorporating influences ranging from art photography and the decorative arts to cinema, painting and sculpture. Over the years, Jacquemus has staged its fashion shows in unique and unexpected locations, including a Paris swimming pool, the Picasso Museum, a lavender field in Provence, a wheat field on the outskirts of Paris, a salt marsh in the Camargue and a beach in Hawaii. More recently, the brand has taken on locations such as the canal at the Château de Versailles (Le Chouchou), the Fondation Maeght (Les Sculptures), the Casa Malaparte (La Casa) and Auguste Perret's Parisian flat (La Croisière). Based in the 8<sup>e</sup> arrondissement of Paris, Jacquemus is an independent fashion house with over 300 employees. Known for its strong digital presence and international expansion, the brand developed innovative immersive experiences around the world before opening its first permanent shop at 58 Avenue Montaigne in Paris in 2022. Since then, shops have opened in Dubai, Seoul, New York (SoHo), Los Angeles (WestHollywood) and London (New Bond Street).*

#### **About Monte-Carlo Société des Bains de Mer**

*Monte-Carlo Société des Bains de Mer embodies a new Art de Vivre that is unique in the world with a taste for what is beautiful, fine and good. Its Resort offers Luxury Gaming in its casinos, "haute couture" experiences in its iconic palace hotels and their Diamond Suites and gourmet dining at the cutting edge of modernity, combining Michelin-starred restaurants, international concepts and our own creations, as well as a topflight artistic and cultural selection. The Resort also offers a fantastic range of sport and well-being activities, shopping and partying. And because the new Art de Vivre Monte-Carlo must evolve towards increasingly ethical and responsible luxury, Monte-Carlo Société des Bains de Mer has been committed since 2007 to a pro-active policy in terms of energy transition, consumption of resources and waste, local fine dining and preservation of the natural heritage. The number 1 private employer in the Principality of Monaco, in 2023 the Group launched its 4th ethics charter to uphold its values of integrity and responsibility in conducting its professional business.*

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