



vineyard vines



EVERY *Holiday* SHOULD FEEL THIS GOOD.®

HOLIDAY 2021



LUXE HOLIDAY SWEATERS, PG. 34

FLEECE FOR HER, PG. 30

TARTAN FAVORITES, PG. 32



vineyard vines

GOOD LIFE GLAD TIDINGS

HOLIDAY 2021

Our holiday prep is in full swing, and we couldn't be more excited about it. There's just something about the season—the decorations, the gatherings, the whole goodwill-toward-your-fellow-man thing—that always lifts our spirits and puts smiles on our faces.

What do we have planned for the holidays this year? Something for every type of celebration, from welcoming friends and family back into your home to quiet, calm "Silent Night" approaches. That means plenty of party favorites like our Blackwatch prints, dresses and cashmere sweaters, plus our warmest, comfiest fleeces and Shep Shirts™. And, of course, it



THE SEASON'S
BEST SWEATERS.
PG. 10

FLANNELS FOR
EVERY GUY, PG. 4

wouldn't be the holidays without a new set of cozy pajamas for everyone in the house.

So, as you put up your decorations, cross off your gift lists and get a head start on your shopping, we want to wish you and your loved ones the very best for the upcoming holiday season—and all the seasons to come. And speaking of loved ones, as you flip through the catalog, you'll notice that **we featured long-time V V models with their real spouses and kids**—including good boy @brewthebernese—for all the photography. No wonder it looks like everyone's getting along!

As a family owned and operated company, we're so grateful for your business during this time. Happy holidays and, as always, thanks for your support.



-Shep & Ian
Co-founders & brothers

**EVERY Holiday SHOULD
FEEL THIS GOOD.☺**

RUGGED & READY

FLEECE & FLANNEL SEASON IS HERE

If your idea of holiday R&R is getting out into the wilderness (or if you just like things that are super warm and soft) our high-pile Sherpa Fleece Full-Zip and Stretch Flannel Shirts are an essential combo this season.

STRETCH
FLANNEL SHIRTS
\$98.50. Cotton,
spandex. Imported.





SHERPA FLEECE
FULL-ZIP JACKET
\$168. Polyester.
Imported.

vineyard vines®

#EDSFTG 5



CHEVRON STITCH
SHEP SHIRT SWEATER
\$298. Cashmere,
merino wool. Imported.

SOFTER THAN FRESH SNOW

THE SHEP SHIRT SWEATER

Ditch the ugly sweater and upgrade with this cashmere and merino wool pullover. Featuring suede Shep Shirt shoulders, intricate herringbone stitching and remarkable softness, it's a statement in sweater-form—without any flashing holiday lights.



PENOBSCOT

vineyard vines®

#EDSFTG 7

THE LIFE OF THE PARTY

(IT'S KIND OF OUR THING.)

Some people go all out with their home holiday decor. Others prepare elaborate feasts. Us? We put together amazing outfit ideas for every type of gathering or event. Because the holidays only come around once a year, and you don't want to be the person "bah' humbugging" the festive vibes. Find your next party get-up at vineyardvines.com.





Jarrett and his daughter Rilynn with all the right moves.



So plaid to see Jude G. and fam.

READY FOR THE **CELEBRATION SPOTLIGHT**

We're spreading holiday cheer all season long on Instagram, and we want to feature your favorite family moments and traditions. Tag [@vineyardvines](#) or [@vineyardvineswomen](#) in your post and we'll share our top picks with our followers!



@thatgabeguy ready to party!



@andreavtjerina looking for the nearest mistletoe.

EVERY DAY SHOULD FEEL THIS GOOD.®

THE MOST WONDERFUL TIME OF THE YEAR

FESTIVE AT ITS FINEST



If Santa's big red coat is the most recognizable holiday layer, our collection of warm, soft and comfortable sweaters and pullovers has to be a close second. See the entire lineup at vineyardvines.com.



vineyard vines[®]

#EDSFTG 11

TACKLE THE SEASON

YOUR WINTER UNIFORM

As much as we'd like it to be nothing but parties and vacations, the holiday season is often the busiest time of year, at work and at home. Good thing we've got comfortable, versatile layers to help you get the job done so you get back to the fun stuff ASAP. Shop casual winter styles at vineyardvines.com.

Phil knows how to
layer like a pro.



A vineyard vines ORIGINAL

THE SALTWATER QUARTER-ZIP

A warm, comfortable layer with an iconic look as timeless as your favorite holiday song—and just as seasonally appropriate.



SALTWATER QUARTER-ZIP
\$98.50. Cotton, spandex. Imported.

vineyard vines®

#EDSFTG 13

HOME FOR THE HOLIDAYS

CATCHING UP WITH OUR **REAL GOOD PEOPLE.**

What is your favorite holiday tradition?

"Getting our Christmas tree the day after Thanksgiving. Our family picks out a Christmas tree, then we get lunch. We always pick somewhere new!"

-FÉLIX LANDRUM, CHARLESTON

"The kids normally wake up so early to open their presents that they usually need a nap around early afternoon. That moment when we are all still in pajamas, warm and cuddling near the tree is my favorite moment."

-RYAN ADAMS, MAINE

“*My family always makes a big deal about decorating our Christmas tree. We plan an entire day around it, with lots of food, drinks and all the best Christmas songs from the 80s.***”**

-PARKER OLEN, MAINE



"We love to cut down our own Christmas tree! There are a couple of cute little Christmas tree farms right here in Kennebunk, and we bring our dog Poppy and let her sniff out a favorite."

-PAUL HAVEL, MAINE

"Just looking at Christmas lights and listening to holiday music—I'm a sucker for both and the kids have learned to enjoy these things, too. In Key West, they actually do night tours aboard the Conch Tour Trains and take folks around the island, showing the passengers the best and/or most chaotic holiday lighting and decorations around town."

-BILLY KEARINS, KEY WEST

"For the past 10 years, my mom, brother, sister and their families get together in St. Barths for Thanksgiving. It's a wonderful place to reconnect and enjoy our favorite activities and restaurants together."

-DAVID ZIPKIN, ST. BARTHS

What is your Every Day Should Feel This Good holiday moment?

“*To be able to go to work at my restaurant, visit with so many amazing people during this magical season, then return to a loving family waiting at home—it doesn't get any better.***”**

-FÉLIX LANDRUM, CHARLESTON



"Coming home to Maine for the holidays during my first year at college and seeing my family and just spending time with them. There's something about spending the holidays in Maine that is unlike any other."

-PARKER OLEN, MAINE

“*We have a holiday celebration called 'Christmas Prelude' in Kennebunkport. The entire town transforms into a Christmas wonderland. Our favorite event is the tree lighting. Everyone counts down together and then the tree is lit.***”**

-PAUL HAVEL, MAINE





BLACKWATCH IS BACK

YOUR NEW FLEECE FAVORITE

Mark the return of fleece season, and this iconic winter print, by wearing it everywhere. See more at vineyardvines.com.

BLACKWATCH
SHERPA HOODIE
\$158. Imported.

INTRODUCING

MARINE AIR SHEP SHIRT

Made with PrimaLoft® recycled filling to keep you warm and comfortable without adding any extra bulkiness, our new Marine Air Shep Shirt is the layer you need this season. Shop this winter essential at vineyardvines.com.

**MARINE AIR
SHEP SHIRT**
\$218. Polyester,
spandex.
Imported.



vineyard vines®
OTG™

**THE ON-THE-HO-HO-GO
 COLLECTION**

Head into the holidays full speed ahead in our On-The-Go Collection. See the entire performance lineup at vineyardvines.com.



Save a spot on the fridge for the Pollmans.



Cue "All I Want For Christmas Is You."

**EVERYBODY SAY
 "GOOD LIFE!"
 PICTURE PERFECT**

Did your family just nail the holiday card this year? We want to see it! Tag [@vineyardvines](https://www.instagram.com/vineyardvines) or [@vineyardvineswomen](https://www.instagram.com/vineyardvineswomen) in your Instagram post and we'll share our faves all season long!

**EVERY DAY SHOULD
 FEEL THIS GOOD.👏**

GEAR UP FOR A WEEKEND HOME

RELAXING SALTWATER FLEECE

Just because you're a grown-up doesn't mean you can't wear crazy comfortable loungewear. It just means you should leave the unicorn and dinosaur PJs to the kids. We've got your new favorite Saltwater Fleece layers at vineyardvines.com.





**GEAR UP FOR A
WEEKEND AWAY**

The essentials for the ski trips, cottage retreats and winter travelling you've got planned for the season. Find them all at vineyardvines.com.



WE'VE GOT COMFY STYLES COVERED


Quit hogging! Thaddeus in an epic blanket battle with his mom, Tamsin, and dad, Benj.

EVERY *Holiday* SHOULD
FEEL THIS GOOD. ©



vineyard vines®

#EDSFTG 21



Jarrett and his daughters, Rilynn and Simone, are all set for snow day snuggles.



EVERYBODY GET COZY

The PJs, prints and patterns that get everyone in your family in the holiday spirit. Shop matching styles for the whole crew at vineyardvines.com.



FOR YOUR
VERY GOOD
DOG.



FOR THAT
BFF WHO
LOVES TO
HIKE.



FOR ALL THE
TEACHERS.



FOR YOUR
NIECES AND
NEPHEWS.



FOR THE
EARLY RISER.





GIFTING DONE RIGHT SINCE 1998

It all started with ties. Now, you can
cross off everyone on your list with
one visit to vineyardvines.com.

A vintage car trunk is filled with several plaid tote bags and wrapped gifts. The bags feature a mix of green, blue, and red plaid patterns. The gifts are wrapped in red and blue paper, some with white polka dots. The scene is set against a backdrop of falling snow, creating a festive and wintry atmosphere. The car's interior, including the seats and dashboard, is visible in the background.

THE MAGIC OF THE HOLIDAYS

We're not exactly known to downplay the jovial, over-the-top festivities of the season—and our styles say the same. Finally, it's time to celebrate.

Shop our women's collection at vineyardvines.com.




POP KNIT POM HAT
\$78. Imported.

**ALPINE FAIR ISLE
MOCKNECK SWEATER**
\$168. Imported.

TARTAN SEQUIN SKIRT
\$128. Imported.

vineyard vines[®]

#EDSFTG 27



We love flouncy ruffles for a feminine touch.

Don't miss the surprise (and super fun) Blackwatch pocket on our Jamie Jeans.

IT'S BEGINNING TO LOOK A LOT LIKE BLACKWATCH

The holidays are all about traditions, and wearing all the Blackwatch plaid is one of our favorites. Find your new outfit at vineyardvines.com.

You can't go wrong with cozy, vintage-inspired Fair Isle.



VELVET TRIM POPOVER
\$108. Imported.

**PLAID COZY
JACQUARD LEGGINGS**
\$128. Imported.

HOME FOR THE HOLIDAYS

CATCHING UP WITH OUR

REAL GOOD PEOPLE.

What are you looking forward to the most about the holiday season?

"This will be our first Christmas with our new baby! Normally we are in California for Christmas Day, but this year my whole family will be traveling east to spend the holiday with us in Maine. We rented a big house on the water that all 14 of us can stay in together, and are really looking forward to the family time and possibility of a white Christmas."

-JACKIE GREANEY, MAINE



"Snow! I am holding out hope for a little Christmas Miracle for the Carolinas."

-VICTORIA FORD, CHARLESTON

"Family, food, decorating, the smell of the Christmas tree, the weather at home and holiday lights throughout the island."

-KATIE HOLTkamp, KEY WEST

"Lots of time spent with family, the first snowfall of the year, hot cocoa, cozy fires and decorating!"

-LOUISE LYNCH, MAINE



WALKING IN A FLEECE WONDERLAND



Uber-warm and perfectly festive for the holiday season, our plush fleece is made for sleigh rides, self-gifting and snowball fights (no, you're never too old for a snowball fight). Check out the full collection at vineyardvines.com.

vineyard vines[®]

#EDSFTG 31

With a super-soft lofty feel, our Seaspun Cashmere is a holiday must-have.



Our Tartan Skirt features sequin trim for extra sparkle.

Lurex threads add an elevated shimmer to our Tartan Dress and Top.





LET'S GET FESTIVE

If our tartans and stripes don't immediately put you in holiday party mode, then we haven't quite done our job. Find all things festive at vineyardvines.com.



**YOUR
BEST
SWEATER
SEASON
EVER**

They say giving is better than receiving. But when it comes to our sweaters, you'll definitely want to keep one or two (or a few) for yourself. Zero judgment. Shop them all—from cashmere to Fair Isles to stripes—at [vineyardvines.com](https://www.vineyardvines.com).





POP KNIT POM HAT
\$78. Imported.

**ALPINE FAIR ISLE
MOCKNECK SWEATER**
\$168. Imported.

STRIPED SIMPLE TURTLENECK
\$59.50. Imported.

vineyard vines®

#EDSFTG 35








181 HARBOR DRIVE • STAMFORD, CT 06902
1.800.892.4982

Just a friendly little reminder to recycle this catalog.
We thank you (and so does the environment).



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U.S. Postage Paid
Vineyard Vines

Follow us on Instagram @vineyardvines and @vineyardvineswomen and share your Good Life moments with #EDSFTG     



**GIFTS GALORE
TEES, SHORTS, SWIM, FLEECE,
PANTS & MUCH MORE!**

There's always space under the tree for some Santa Whales and other family favorites. And if you're gifting yourself a warm-weather escape this winter, we always have plenty of swimwear, shorts, dresses and more at vineyardvines.com.



vineyard vines®

FALL 2021 | COASTAL MAINE



EVERY DAY SHOULD FEEL THIS GOOD. ☺



The guys behind Luke's Lobster: Ben Conniff, Bryan Holden and (of course) Luke Holden. Pg. 18



It wouldn't be fall without some new stripes. Find your favorite at vineyardvines.com.



Creative duo Jackie Greaney & Paul Havel are living the Good Life in Kennebunkport. Pg. 26



Artist, surfer and sailor Jordan Parks at her studio in Portland. Pg. 34



vineyard vines **FALLING FOR THE COAST**

WELCOME TO MAINE

One thing we love most about New England is the changing of the seasons. It's Mother Nature's way of keeping you on your toes.

Growing up here, we learned long ago to expect the next shift. And while Labor Day weekend on the beach seems like yesterday, the colors of the leaves and the crisp bite in the air tell us what we all know: Fall is here. And there's no better place to welcome fall than Maine. So we hit up some of our favorite spots around Portland, Cape Elizabeth and Kennebunkport to see some friends, check out the sights and, of course, eat fresh lobster.

Maine's raw, unvarnished beauty—as rugged and breathtaking as the rocky coast and pine-covered mountains—has inspired people

for years. It's home to some of the best boatbuilding and sailing in the world, has one of the best culinary scenes in the country, and it's covered with picturesque coastal towns full of interesting people that we're lucky enough to call our friends.

This year, when we were looking for a place to recharge and embrace the changing of seasons, the answer was simple: head north.

Thanks for your support.

- Shep & Ian

Co-founders & brothers

**EVERY DAY SHOULD
FEEL THIS GOOD.®**



Our new Island Twill
Shirts are made
for fall adventures,
Check 'em out at
vineyardvines.com.





A vineyard vines[®] ORIGINAL
the **shep shirt**[™]

In Maine, fall is known as a “shoulder season.” Depending on your latitude, you can be enjoying the dog days of summer long into October or you can be scraping ice shortly after Labor Day. It’s the time of year when a good lightweight top layer is essential for early morning trips to check the surf and late-night sails back into Portland Harbor.

Whatever the calendar (or forecast) calls for, we’ve got you covered. Find your Shep at vineyardvines.com.



**COLLEGIATE
SHEP SHIRT**

A classic cotton staple.



**EDGARTOWN
SHEP SHIRT**

Lightweight and crazy soft.





**SURFSIDE
SHEP SHIRT**

Garment-dyed comfort.



**HARBOR FLEECE
SHEP SHIRT**

Warmth without the weight.



**ON-THE-GO
SHEP SHIRT**

Wicking and quick-drying performance.



OTG™ THE ON-THE-GO COLLECTION

get up. get out. get going.

Whatever your fall plans are—hiking with friends, beachside bonfires, early morning runs or weekends on the coast—our On-The-Go Collection has the performance styles you're looking for. Find what you need to keep going this season at vineyardvines.com.



On-The-Go Tee

NEW Marine Air Shep Shirt

On-The-Go 5-Pocket Pants

NEW Marine Air Vest



INTRODUCING THE
marine air vest

When the cool fall air starts to blow, we know it's time to layer up. Our Marine Air Vest is made with PrimaLoft® recycled filling for the perfect balance of warmth and weight. Check out more Marine Air styles at vineyardvines.com.

vineyard vines®

#EDSFTG 7

GET A LEG UP ON

pants season



Here's the thing about pants—every guy needs a good pair, but not every pair works for every guy. That's why we make a ton of different styles, fits and fabrics. So, whatever kind of pants you're looking for, we've got you covered. (Well, from the waist down at least.) Shop them all at vineyardvines.com.




vineyard vines®

#EDSFTG 9

**GLOUCESTER
CASHMERE
QUARTER-ZIP**

gloucester cashmere





**Even the most weathered fishermen
can appreciate the softer things in life.**

Enter: our Gloucester Cashmere Quarter-Zip. Named after the famed fishing community of Gloucester, MA, it's perfect to wear under a jacket for the evening sail or over a button-down for a night out.

GLOUCESTER CASHMERE QUARTER-ZIP
\$298. Cashmere. Imported.

vineyard vines®

#EDSFTG 11

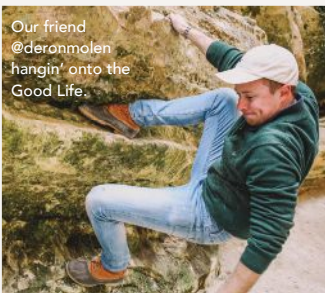
SHOW US YOUR GOOD LIFE

We want to see all the weekend adventures, late-night bonfires and all your other *Every day should feel this good* moments this season. Tag your pics with [@vineyardvines](#) or [@vineyardvineswomen](#) and show us what you're up to! #EDSFTG

EVERY DAY SHOULD FEEL THIS GOOD.👉



Everyone say cheese!
EDSFTG with Lisa Barker.



Our friend
[@deronmolen](#)
hangin' onto the
Good Life.

REAL GOOD PLACES.👉

PORTLAND HEAD LIGHT

The Portland Head Lighthouse is as iconic coastal Maine as you can get. Located on the shores of Cape Elizabeth, about a 15-minute drive from downtown Portland, the Portland Head Light offers stunning views of the Atlantic and the Maine coast.



falmouth jacket

FALMOUTH
JACKET

Inspired by the rocky shores and hard-working folks from Falmouth, Maine, our waxed cotton Falmouth Jacket keeps out the weather and keeps in the warmth—and keeps you looking good.

FALMOUTH JACKET
\$248. Cotton. Imported.



A vineyard vines® ORIGINAL
the saltwater quarter-zip

We've been making our Saltwater Quarter-Zips for a long, long time—and they just keep getting better. This year, we've tweaked the fabric, improved the fit, added subtle styling details and new colors and patterns—all while keeping the iconic style that we (and you) love. Reintroduce yourself to this endlessly wearable layer at vineyardvines.com.





vineyard vines®

#EDSFTG 15

EVERYDAY COMFORT.
ALL DAY STYLE.

the **surfside** collection

Don't get us wrong—we love summer. But, truth be told, we're ready to layer up again. And this season, we're all about the super-soft, garment-dyed, laid-back pieces of our Surfside Collection—crewnecks, Sheps, hoodies, joggers and more. Stock up for your most comfortable fall yet at vineyardvines.com.

Shep Shirt

Shorts

Hoodie

Joggers

Crewneck





SHOW US YOUR GOOD LIFE

Who's ready for a fall full of the Good Life? If you're out there living your *Every day should feel this good* moments, we want to see! Tag your pics with [@vineyardvines](#) or [@vineyardvineswomen](#) and show us what you're up to! #EDSFTG

**EVERY DAY SHOULD
FEEL THIS GOOD.☺**

Hey Kennedy
Godette, strike
a pose!

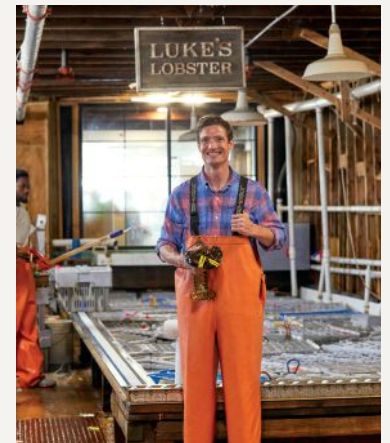


Well lookie here!
It's vineyard vines
intern @ty_laf!





The guys behind Luke's Lobster.
From left: Ben Conniff, Bryan Holden and Luke Holden.



**REAL GOOD PEOPLE.
REAL GOOD LIFE.☺**

the guys behind Luke's Lobster

MEET BEN, BRYAN & LUKE.

In 2009, Luke Holden was on his lunch break in New York City. He craved home. And while the cobblestone streets of the West Village are reminiscent of his native Portland, the options for lobster rolls are anything but.

Being a third-generation Maine lobsterman, Luke knew the value of a good lobster roll. He saw an opportunity and seized it. He put an ad on Craigslist looking for someone to help him open a restaurant, and Ben Conniff came into the picture, followed by Luke's brother, Bryan.

People liked Luke, they liked his authentic story, and they really liked the lobster. And just like that, a global seafood empire was born. Read more about Luke, Bryan and Ben and their goal of a sustainable seafood future at vineyardvines.com.



what's in a perfect lobster roll?

- 1. The key to the perfect lobster roll is perfect lobster.**
You can never have a great lobster roll if you haven't made the star ingredient as good as it can possibly be.
- 2. Once you have that lobster, the only other piece is not screwing it up**—not covering it up with a ton of mayonnaise or celery or chives, not putting it in a big bulky bready bun.
- 3. Keep it simple**—a simple bun (lightly toasted), a little bit of butter, a tiny bit of mayo, a tiny bit of lemon and a little seasoning on top.

- Ben Conniff

Co-Founder & Chief Innovation Officer, Luke's Lobster



"Our goal at Luke's is nothing short of being the world's most respected seafood company."

-**Luke Holden**
Founder & CEO, Luke's Lobster



island double cloth shirts

ISLAND DOUBLE CLOTH SHIRT
\$128. Imported.

The best shirts are full of careful details.

And our new Island Double Cloth Shirts are no exception. Made from soft and durable cotton, these shirts feature different outside and inside patterns—it's just enough to make someone notice your outfit (in the best way possible).

vineyard vines®

#EDSFTG 19

SHERPA
FLEECE



sherpa fleece



Fleece season is our favorite season.

The mornings are crisp, the evenings are cool, and it's the perfect time to layer up with our soft, durable Sherpa Fleece. Find your perfect layer for staying warm (and comfortable) at vineyardvines.com.



vineyard vines WOMEN'S

FALL IS IN THE AIR

Sure, we all miss summer. But layers like these are what get us excited to get up and get dressed for those crisp fall mornings and all the weekend adventures ahead.

Shop our women's collection at [vineyardvines.com](https://www.vineyardvines.com).



CAMO SUPERSHEP™
\$178. Imported.
CHAMBRAY WEEKEND BUTTON-DOWN
\$98. Imported.
JAMIE HIGH-RISE WHITE JEANS
\$178. Imported.

vineyard vines®

#EDSFTG 23

INTRODUCING
THE SUPERSHEP™

We gave our Sheps a little extra love this season with pops of neon, Dreamcloth trim and a ridiculously plush fabric. Super-duper cozy doesn't even begin to describe how soft these things are. Grab yours at vineyardvines.com (and good luck choosing just one).



HOW TO LAYER YOUR SUPERSHEP™:

Start with a Simple Turtleneck then add a Chambray Weekend Button-Down. Leave your Shep unzipped for maximum styling cred. Extra points for big sunnies—and big weekend plans.

SIMPLE TURTLENECK

\$59.50. Imported.

CHAMBRAY WEEKEND BUTTON-DOWN

\$98. Imported.

LEOPARD SUPERSHEP™

\$178. Imported.

JAMIE HIGH-RISE CORDS

\$178. Imported.

vineyard vines®

#EDSFTG 25



SEACRAFT

Open

Hours
10-5
Seacraft

**REAL GOOD PEOPLE.
REAL GOOD LIFE.☺**

JACKIE GREANEY & PAUL HAVEL

OLD MEETS NEW IN KENNEBUNK

Creative duo Jackie and Paul met through Instagram in 2015, and after traveling to Kennebunk a few times for work, they finally decided to trade the hustle and bustle of NYC for a more permanent slice of paradise on the Maine coast.

We first connected with Jackie and Paul back in 2017 when they did some stop-motion videos featuring our bow ties (throwback!) through their production agency, Dock Square Studio. Flash forward a few years, and needless to say a lot has changed for the pair—from the launch of their vintage shop SEACRAFT to getting hitched and now a baby on the way! We clearly had a lot to catch up on. Read more about Jackie and Paul at vineyardvines.com (and good luck resisting the urge to drop everything and move to Maine. We have to admit—we're tempted!).



REAL GOOD PLACES.☺ SEACRAFT

Tucked away down a shell-lined path in Kennebunk sits a tiny red shop, filled to the brim with salvaged nautical gear, coastal artwork and vintage treasures curated by our friends Jackie and Paul.



BEST OF MAINE

According to Jackie & Paul

- | | |
|---|-------------------------------------|
| Lobster roll:
The Clam Shack | Sunset:
Goose Rocks Beach |
| Season to visit:
Summer or Fall (toss-up) | Local beer:
Batson River |





THE SWEATER EDIT

Luxe yarns, plush texture and coastal cool colors to cozy up your fall closet.
Shop the collection at vineyardvines.com.



CASHMERE PATCHWORK MOCKNECK SWEATER
\$288. Cashmere. Imported.
JAMIE HIGH-RISE KICK-FLARE JEANS
\$178. Imported.
STAR THROW BLANKET
\$228. Imported.

vineyard vines®

#EDSFTG 29



vineyard vines®
CASHMERE



vineyard vines®
CASHMERE



vineyard vine
CASHMERE



INSPIRED BY THE COAST

SEASPUN CASHMERE

Luxe, lofty and lightweight in a range of ultra-classic colors—
because let's face it, the best part about fall is definitely the cashmere.

Start your collection at vineyardvines.com.

vineyard vines[®]

#EDSFTG 31



CAMO MOCKNECK SWEATER

\$188. Merino wool/nylon/viscose/
cashmere. Imported.

JAMIE HIGH-RISE CORDS

\$178. Imported.



NOW TRENDING: MODERN CAMO

Spun from a super-soft blend of merino wool and cashmere, our Camo Mockneck Sweater was meant to stand out, thanks to the pop-neon trim.

vineyard vines®

#EDSFTG 33



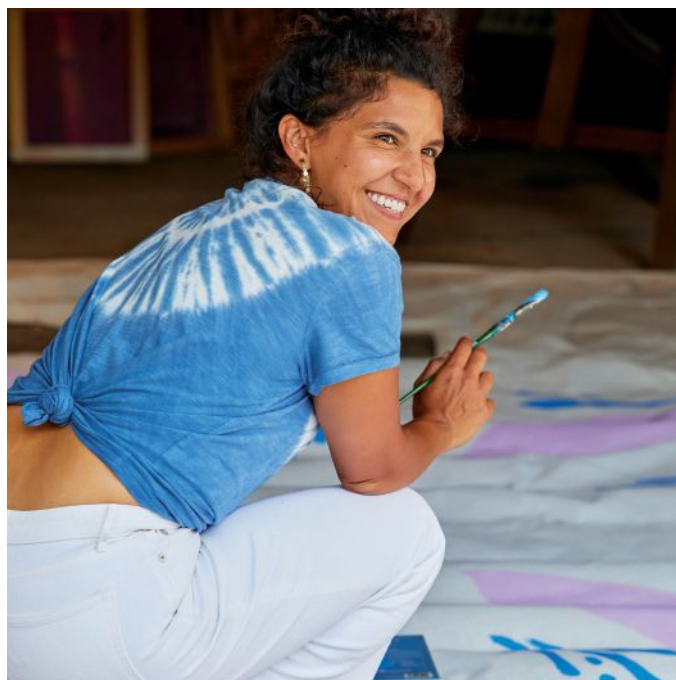
THE SURFTEE
\$55. Imported.

**REAL GOOD PEOPLE.
REAL GOOD LIFE.☺**

JORDAN PARKS

PORTRAIT OF A PORTLAND ARTIST

Where nature, creativity and plenty of local Maine charm intersect, you'll find Portland artist Jordan Parks. Honored with a Brookie Award in 2020 for her leadership and impact on Maine's environmental movement, Jordan creates art that encourages audiences to go out into the world and view it through a different set of eyes. If you're ever out on Casco Bay, you may see one of her most well-known projects: Windward Exhibition, where she and other local artists painted the sails of SailMaine's J/22 fleet. (In addition to helping make their J/22 sails way prettier, Jordan is also the operations manager for SailMaine.) Read more about Jordan and her art at vineyardvines.com.



THE SURFTEE™

On its own or layered up with a sweater, our super-soft relaxed cotton tee lets you take a little bit of summer with you wherever you're headed this fall.



“

“I would define my personal style as very inspired by nature. What makes me feel alive is having that connection to nature and also having that connection to art.”



A WEEKEND ESCAPE CALLS FOR **THE PERFECT TOTE**





TEXTURED FISHERMAN STRIPED
CREWNECK SWEATER
\$148. Imported.
SIMPLE TURTLENECK
\$59.50. Imported.
JAMIE HIGH-RISE CORDS
\$178. Imported.
CHILMARK PLAID RELAXED
BUTTON-DOWN
\$88. Imported.
JAMIE HIGH-RISE JEANS
\$178. Imported.
LEOPARD STRAP COLORBLOCK TOTE
\$178. Imported.

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#EDS776 37

REAL GOOD PEOPLE.
REAL GOOD PLACES. ☺

coastal maine

THE PEOPLE TO MEET AND THE PLACES TO CHECK OUT WHEN YOU'RE EXPLORING THE SOUTHERN COAST OF THE PINE TREE STATE. SEE MORE OF OUR FAVORITES AT VINEYARDVINES.COM.



MAINE MUST-SEE

MAST LANDING BREWING CO.

With two locations in Westbrook and Freeport, Mast Landing Brewing Co. has been bringing their socially conscious mindset to the Maine brew scene since 2015.



Our friend Parker Olen is the co-owner and VP of Brand Strategy. (And he does all the artwork for the cans!)

MEET A LOCAL

ERIN OVALLE

Portland local Erin has made a career out of telling the stories of awesome people and places all over the state (something we can totally get behind). Her boutique production company, Maine Life Media, is in its sixth season producing TV shows about everything from food to real estate to craft brewing. In addition



to founding the company, Erin's also the on-air host—so needless to say, whenever we're in town we know who to tap for recommendations. When she's not out on the road researching and filming her next show, Erin loves to get out on the water with her husband Jason, baby boy Brooks and fur baby Baxter.

"It's truly a blessing to live here. Every time you think you've seen the most beautiful thing, whether you're on a boat or on land, you turn the corner and boom—there's something more magical to see."



MAINE MUST-SEE

HARBOR FISH MARKET

The building at 9 Custom House Wharf in Portland has been the site of a fish market since the late 1800s, and it's been home to the Harbor Fish Market since 1966, run by the Portland-based Alfiero family for over 50 years.



MEET A LOCAL

RYAN ADAMS

An artist from Portland, where he lives with his artist and designer wife and their two daughters, Ryan co-owns and operates a hand-painted signage business, paints murals all around the country and exhibits his work as often as possible.

"I'm born and raised in Portland, so I'm pretty attached. It's small enough where you're able to get a great sense of community and a lot of supportive people in the world of the arts."



MAINE MUST-SEE

KENNEBUNKPORT

One of our favorite towns to visit, Kennebunkport has a little bit of everything—quaint boutiques, historic sea captain mansions, a bustling art scene and some of the best restaurants in Southern Maine.



MAINE MUST-SEE

THE WHITE BARN INN

Located in the beautiful coastal town of Kennebunkport, The White Barn Inn has been a beloved local landmark for over 150 years, synonymous with warm New England hospitality, rustic charm and uncompromising attention to detail.

MEET A LOCAL

LOUISE LYNCH

Born and raised in Yarmouth, Louise is a school social worker who moved back to her hometown as an adult to start a family. "Maine is a 'kids' vacationland.' We're always outside. There's so much to explore and see, whether it's the lakes, the mountains, the ocean."



MAINE MUST-SEE

SEACRAFT

A rotating collection of vintage treasures and coastal curiosities curated by our good friends Jackie and Paul. Read more about them on page 26.



MAINE MUST-SEE

GOOSE ROCKS BEACH

Famous for its stunning sunsets and three miles of soft white sand, Goose Rocks Beach is known as one of the most scenic beaches in all of Maine. For vacationers and residents alike, it provides a little slice of the Good Life year-round.



MAINE MUST-SEE

THE CLAM SHACK

Steve Kingston might be the owner of Kennebunk's famed Clam Shack, but his true claim to fame is his lobster roll. An institution since 1968 (and bought by Steve in 2000), the Clam Shack serves close to 500 rolls a day. We featured Steve and his family back in our Holiday '15 catalog and couldn't wait to catch up again all these years later. Not only are Steve and his crew just as friendly as ever, but the lobster roll tastes even better than we remember (if that's even possible).



Our Holiday '15 catalog clip still takes up valuable real estate on the Clam Shack's board.



Steve with VV models Olivia, Natalia and Emma.

maine 101: local lingo

"LOBSTAH"

The kind that you eat.

"FLATLANDAHS"

Tourists. Often seen eating said lobstah.

"WICKED"

An exclamation. As in wicked good, wicked cool, wicked fun, wicked cold.

"YOU CAN'T GET THEYA FROM HEAH."

When a Mainer doesn't feel like giving you directions.





INSTANT OUTFITS

From our pack-and-go performance Sankaty prints to classic and comfy stripes, our fall dresses are always down for a weekend adventure.

PRINTED SANKATY MARGO SHIRT DRESS
\$158. Imported.

Shown right:
STRIPED SIMPLE TEE DRESS
\$138. Imported.

SEASPUN CASHMERE CABLE-KNIT SWEATER
\$228. Cashmere. Imported.



SHOW US YOUR GOOD LIFE

Tag your pics with [@vineyardvines](#) or [@vineyardvineswomen](#) and show us what you're up to, from epic weekend escapes to cozy moments at home. #EDSFTG

EVERY DAY SHOULD FEEL THIS GOOD.☺



@thelaurenparty taking in the view.



Front porch hang with @primandproper81.

REAL GOOD PLACES.☺

LANGSFORD ROAD LOBSTER & FISH HOUSE

A local Kennebunkport institution offering up fresh-caught, no-frills lobster and seafood, straight from the surrounding waters.





HOW TO HOST A **LOBSTER BOIL** | *Tips from Kate Bowler of @Domestikateblog*

1. Turn your cooking water into a flavorful broth by creating a seasoning packet with sea salt, whole peppercorns, bay leaves, lemons, celery, onions and garlic. Wrap it up in cheesecloth and dunk it in the steamy water.
2. Add your ingredients to the pot in order of how long they need to cook. Start with potatoes, add in kielbasa and corn, then your lobsters, and finish it off with quick-cooking mussels and clams.
3. Pull out your steamer basket and serve the cooked lobster boil with fresh chopped parsley and chives, lots of melted butter for dipping and crusty grilled bread to soak up the flavorful seafood broth.





HELENIUM FLORAL
RUFFLE POPOVER
\$128. Imported.

DINNER PARTY OUTFIT INSPO

Our Helenium Floral print, inspired by the native New England blooms, makes a bold statement even when covered up by a lobster bib.

vineyard vines®

#EDSFTG 43







vineyard vines®

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Just a friendly little reminder to recycle this catalog.
We thank you (and so does the environment).



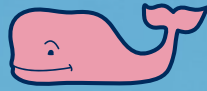
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Follow us on Instagram @vineyardvines and @vineyardvineswomen and share your Good Life moments with #EDSFTG     

SURFSIDE SHEP SHIRTS

When the leaves start to change, that means one thing—time to layer up. Our Surfside Shep Shirts are the perfect companion for weekend hikes, morning coffee runs and nights around the bonfire. Find your style at vineyardvines.com.





vineyard vines®

SUMMER 2021 | THE FLORIDA KEYS





vineyard vines®

THE Keys to SUMMER

When we were kids, we'd spend as much time on the water as possible. And sometimes, when we'd be out fishing, summer storms would roll through. You could always tell when they were coming—the air smelled fresh and clean as the wind picked up, and you could see the water off the bow begin to froth as the rain started to fall.

But there were times we wouldn't see the clouds approach—we were too focused on the fish. Suddenly the skies would open and the rain would come. We'd pull in our lines, stow our gear and head for clear skies.

No matter how hard the raindrops stung or how dark the clouds looked, we kept our eyes on the bright spot just ahead. We always knew that the storm would pass and we'd be in the sun soon enough.

Well, after a year of trying to outrun a storm, we're finally seeing the skies clear. We've made it to summer.

Time to head to the Keys.

Hanging like a string of pearls off the southern tip of "the mainland," the Florida Keys have always been one of our favorite places. With a vibe about as far removed from Miami as it is Anchorage, the Keys have long been a place for those looking to find their own piece of the Good Life amongst the mangroves and beaches, the teeming waters of the Gulf Stream and the fresh sea air.

The Keys have played home to adventurers and artists, writers and fishermen, snowbirds and locals, people like Tennessee Williams, Winslow Homer, Judy Blume, Jimmy Buffett and Ernest Hemingway. They're also home to people like Billy Kearins, Katie Holtkamp, Gary Skrobeck and Skip Paxton—people who have chosen their own path, charted their own course, and, like us, found happiness in their own pursuit of life's *Every day should feel this good* moments, one green flash at a time.

We grew up coming to the Keys. We held our first company retreat here (and many after that). We've fished here, taken our families here, and lived here. And there's a reason we keep coming back.

Maybe it's the world-class fishing, the crystal waters of the flats on the bay side and the deep blue waters of the Gulf Stream and the Florida Straits on the ocean side, the amazing people we've met, or the many adventures we've had down here. Maybe it's a combination.

Whatever it is, every time we come here, it starts to look like the Good Life.

Thanks for your support.

- Shep & Ian

Co-founders & brothers





Get in the water with our Chappy Trunks.



It's red, white and blue season.



Our latest swim collection.



Surtees for every beach day.



Find the perfect Father's Day gift and read more about father-son fishing duo Gary and Skip at vineyardvines.com.





A vineyard vines ORIGINAL
THE SURFTEE™

In supersoft cotton with a relaxed drop-shoulder fit, our latest t-shirt obsession is coming with us everywhere this summer—beach, boat, yoga and definitely golden hour. Find your favorite color and stripe at [vineyardvines.com](https://www.vineyardvines.com).



SUMMER OF SHEP SHIRTS™

Before your morning coffee, after your daily swim, pre-yoga class or post-sunset. It wouldn't be summer without your favorite Shep Shirt to throw on and go. Shop them all at [vineyardvines.com](https://www.vineyardvines.com).



A vineyard vines ORIGINAL
THE JAMIE JEAN

With a waist-accentuating high rise and supremely soft stretch fabric, our Jamie Jeans are a no-brainer when it comes to easy summer outfits. Shop all of our fits and washes at vineyardvines.com.





LOFTY STRIPE CASHMERE V-NECK. \$268. Cashmere. Imported. WIDE LEG JAMIE HIGH-RISE WHITE JEANS. \$178. Imported. WOVEN STRAW WIDE-BRIM FEDORA. \$98. Imported.



STRIPE COTTON
BOATNECK SWEATER
\$148. Cotton. Imported.



SUN, SAND & STRIPES

CHASING COLOR WITH

KATIE HOLTkamp

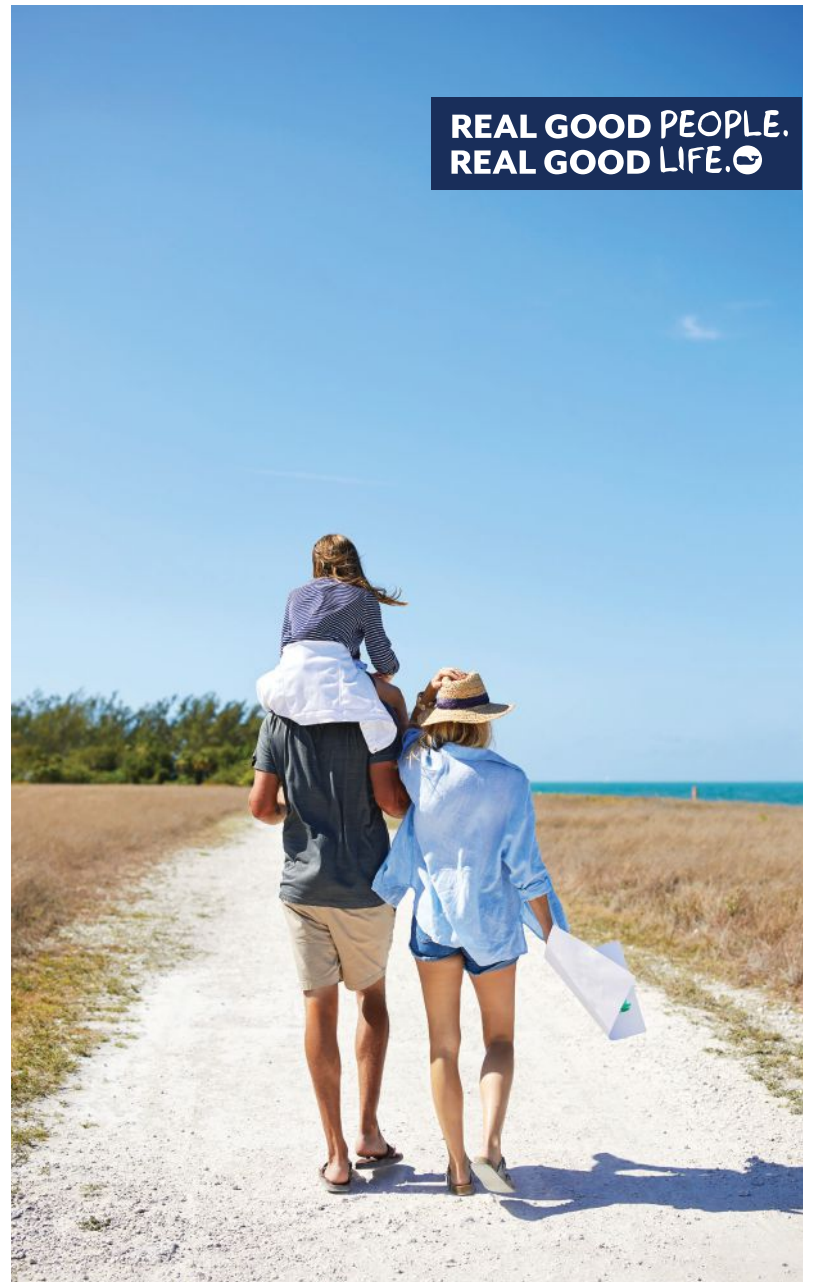
A KEY WEST RESIDENT FOR OVER 20 YEARS, KATIE IS BOTH A FINE ARTIST AND A MIDDLE SCHOOL ART EDUCATOR.

Born in Cuba, Katie moved to Key West when she was 18 and never left, crediting the laid-back atmosphere and tropical climate as the inspiration for her work as a fine art painter. But Katie's creative spirit blossomed long before she arrived in Key West. "I always had busy hands," she told us from her sunny paint-splattered workspace in downtown Key West. "I set up my own studio in a spare room in our house as a middle schooler. In college, I wanted to be a lawyer, but when I began to make the change to be an artist, it started to feel right."

As an art educator for almost 14 years and a painter since, well, middle school, she's found a way to live her passion every day. When she's not teaching art to sixth, seventh and eighth graders at Horace O'Bryant School, she's in her studio creating. Her family's constant state of movement—from biking and boating to swimming and working out—has inspired her latest genre of art, which she likes to call *push paint*. "I like the idea of taking my ego away from it and letting the paint movement create the art, rather than me just creating the art."

Learn more about Katie, her artist husband (and bocce league president) Garth, their daughter Greta and Cleo the dog at vineyardvines.com.

"I'm lucky enough to have a profession where I'm doing art constantly."



REAL GOOD PEOPLE.
REAL GOOD LIFE. ☺



@practicallyperfectfamily

@allisoncolejewelry
repping the red,
whale & blue.



COMING SOON: AMERICANA TIE
FRONT ONE PIECE. \$148. Imported.
AMERICANA TIE-DYE WHALE LONG-
SLEEVE POCKET TEE. \$48. Imported.

Follow us @vineyardvineswomen and
be the first to hear when new summer
styles drop.



WE'RE SUMMER PEOPLE.

365 days a year, 7 days a week, even in the dead of winter. We live for these moments with salt in our hair and sand between our toes. It's why we started this company on a beach in Martha's Vineyard in 1998—and why we've never looked back since. This is our season. So soak it up, book the trip, wear the dress, live in the moment, get in the water. And don't forget to reapply your SPF.



HARBOR FLUTTER VINEYARD TUNIC
DRESS. \$158. Imported.

vineyard vines WOMENS





DRESS CODE:
**OCEAN
BLUES**



MORADA FLORAL RUFFLE
POPOVER, \$98. Imported.
STRIPED TEXTURED MIDI
COVER-UP, \$148. Imported.
TILE PRINTED TIERED
DRESS, \$228. Imported.





MORADA FLORAL MIDI DRESS
\$228. Imported.





SUN SEEKERS

Shop our most flattering swim collection yet at [vineyardvines.com](https://www.vineyardvines.com).

FRANGIPANI FLORAL ONE PIECE. \$148. Imported. TEXTURED SCALLOP BANDEAU. \$78. Imported. TEXTURED SCALLOP HIGH-WAIST BOTTOM. \$75. Imported. TEXTURED SCALLOP ONE PIECE. \$135. Imported.



LINEAR LEAVES ONE PIECE.
\$115. Imported.



BLACK,
WHITE &
SUMMER
ALL OVER

GET IN THE WATER CHAPPY TRUNKS

A vineyard vines ORIGINAL

Named after our favorite beach on Martha's Vineyard, our Chappy Trunks are a Good Life essential. Whether you prefer our iconic prints or our laid-back solids, when it comes to summer swim style, nobody does it like us.

Lined | 7" inseam | Lightweight & naturally breathable



7" ISLAND CHAPPY TRUNKS: \$89.50. Imported.
7" PRINTED CHAPPY TRUNKS: \$89.50. Imported.



Our friend @kinglio living his Good Life in the Bahamas.



WORN TO PERFECTION
THE ISLAND COLLECTION

From everyday staples to seasonal favorites, our Island Collection is your one-stop shop for staying cool (and comfortable) this season. Find your island at vineyardvines.com.



CHILL OUT THE BEACHWOOD HOODIE

Whether you pull it from the bottom of your beach bag after an early morning surf session or throw it on after the sun sets and the bonfire starts to die down, our Beachwood Hoodie is the soft, no-nonsense layer you need.

BEACHWOOD HOODIE. \$128.
Imported. 7" PRINTED CHAPPY
TRUNKS. \$89.50. Imported.

PARADISE FOUND

BILLY KEARINS

You cross 42 bridges to get from Miami to Key West. But it's the famed Seven Mile Bridge that carries you over the waters of the Gulf and the Atlantic that always makes us feel like we've crossed over to the Good Life.

Billy Kearins crossed that bridge on a Greyhound bus in 2002. Fresh out of Boston College and not sure what to do, Kearins showed up in Key West with a backpack of clothes, a skateboard and not much else. "I came down here to figure out what I wanted to do," Billy told us. "Then I never left."

When Billy first got to Key West, he took a job as a mate on a sailboat and worked his way up to captain. Then in 2012, after a five-year stint in Copenhagen, he returned to the States and founded his lifestyle brand, COAST, which is something of a creative depository. Art, clothing, surfboards, concerts, books—they do it all.



"Inspiration comes from all over—a morning bike ride, the way the light hits, the smell of the ocean," Billy told us as he waxed his boards in preparation for a three-day surf trip with his son Kristian, 12, and his daughter Naia, 8. "It also comes from talking with other people who have taken the road less traveled. There's something about folks who have taken risks personally and creatively—and succeeded or failed—that motivates me. Perhaps more than anything else."

As Billy loaded his boards into the bed of his 1986 Ford F-150 (which is the perfect level of vintage), we talked about what's next for him. He runs a concert series, Coast Is Clear, that he's starting up again after being on hiatus for 2020. He's also launched a personal website (kearins.com), where he's been focusing on writing and photography.

But right now the only thing on his schedule is a quick swim with the kids and wrapping up the last details for their surf trip. "My favorite part of the day is picking up my kids at school. Usually I'm done with work, and we hop in the truck and figure out what to do—swim, fish, skate, go to the beach, jump on a friend's boat or watch the sunset," he told us. "In Key West, you've got plenty of options, and none of them are bad."

Read more on Billy and see more photos and video from our trip to Key West at vineyardvines.com.





REAL GOOD PEOPLE.
REAL GOOD LIFE. ☺

THE DOCKMAN SHIRT

Pulled from the pages of
Old Key West.

Made from lightweight and naturally breathable linen, our Dockman Shirt sports classic styling details like an open collar, double chest pockets and a timeless look.



CLASSIC FIT PLAID SHORT-SLEEVE DOCKMAN SHIRT IN LINEN. Linen. \$98.50. Imported.
8" BEACH CLUB LINEN SHORTS. Linen. \$118. Imported.

ERNEST HEMINGWAY
To Have and Have Not

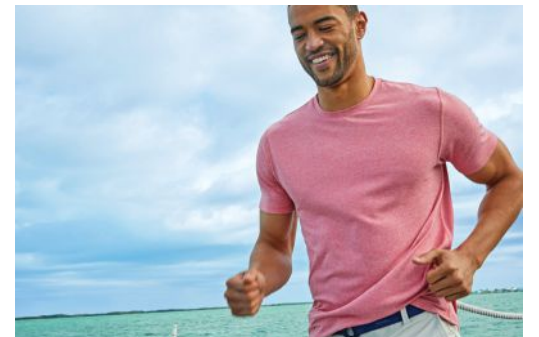




IN OUR WORLD, IT'S ALWAYS T-SHIRT WEATHER

THE ON-THE-GO TEE

- Crazy-soft performance fabric
- Quick-drying & moisture-wicking
- Wrinkle-resistant with built-in stretch
- 48% nylon, 48% polyester, 4% spandex



THE DUNES TEE

- Soft, broken-in feel
- Slightly trimmer fit
- Distressed graphic
- 50% cotton, 50% polyester



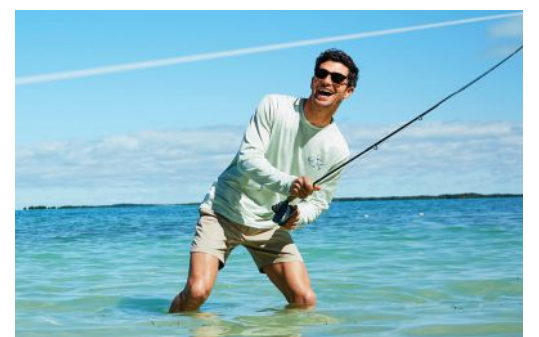
THE ISLAND TEE

- Soft washed durable cotton
- Fitted
- Garment-dyed for comfort
- 100% Pima cotton



THE HARBOR PERFORMANCE TEE

- Performance fabric with added stretch
- Moisture-wicking and quick-drying
- UPF 30+ sun protection
- 94% polyester, 6% spandex





We've got a t-shirt for every guy and everything he's up to. Find your favorite new t-shirt at vineyardvines.com.

TRADITION ON THE FLY

CAPT. GARY SKROBECK
AND SKIP PAXTON



There's nothing better than a little father-son bonding; just ask our friends Gary & Skip. Find something great for your dad at vineyardvines.com.



**REAL GOOD PEOPLE.
REAL GOOD LIFE. ☺**

There are six Keys that make up Islamorada. For tourists on their way to take a selfie next to Mile Marker Zero, it's just another stretch of Route One. For sportfishermen, it's the promised land.

Situated between the shallows of the Everglades and the depths of the Gulf Stream, this stretch of islands is prime territory for tarpon, snook, permit, snapper, mahi, sailfish and more. It's no wonder Islamorada has earned the title Gamefish Capital of the World.

It's also no wonder that a guy like Gary Skrobeck Jr., an Islamorada native and son of a longtime Keys guide, would find his way to the water. "Fishing has been a constant for me," Gary told us. "I've been on the water my entire life."

For Gary's father, Gary "Skip Paxton" Skrobeck Sr., the journey to the water took a little longer. "I'm originally from Detroit," he told us. "I came to Islamorada in 1969. I was a musician. I became friends with many of the local Keys guides of that era, and that got me started. I fished during the day and played music at night for 40-some years."



Of course, if you're going to be a fishing guide, you're going to need a boat. And for Gary, that boat is a 1972 Willy Roberts Skiff.

"I was friends with Willy Roberts back in the day, and owned several of his boats," Skip told us. "But when we found this one, it was a great opportunity for my son to own a Willy Roberts. It was an ordeal restoring her, but the outcome was worth it. Honestly, I get a little choked up every time I watch my son head out. A lot of fish have come over the side of that boat."

"People appreciate the boat," Gary told us. "The oldtimers recognize her immediately; there's no mistaking that design. She's a piece of Florida Keys history, built down the road in Tavernier. To be able to use her as a working boat is pretty incredible. I get a kick out of thinking about all the people and fish that boat has seen."

But for Gary and Skip, fishing is much more than a passion or a vocation. Simply put, fishing is life. Getting to do it together just makes it that much sweeter.

"Fishing and working with my dad is awesome," Gary said. "I try not to take it for granted. I feel very fortunate to be able to work alongside my dad, not only to carry on the family business, but to do something that we're both really passionate about. It's pretty incredible."

There's an old saying in the fishing world—a fishing guide gets to give somebody the best day of their life, and they get to do it every day. This idea is not lost on Gary and Skip.

"Getting back to the slip after a long day on the water, congratulating my customers on their catch and reflecting on the day we've shared together, it's a great feeling," Gary told us. "A lot of my charter guests start as strangers and end as lifelong friends. I feel really grateful."

Read more about Gary and Skip, their boat and our day on the flats at vineyardvines.com.



THE ON-THE-GO SHORTS

THE BEST JUST GOT BETTER.

We've been making shorts for a long time, and we weren't sure if we could make 'em any better. Then we did. Made from a stretchy, wrinkle-resistant fabric, our On-The-Go Shorts have a classic look and feel, while still packing all the performance features you need to keep comfortable.

7" & 9" inseam | Durable water-repellent coating | Wicking, stretchy & quick-drying



THE SANKATY HOODIE

Don't let your clothes hold you back.

When you spend your life on the water, you know that a passing cloud or shifting breeze can change the temperature dramatically. That's why we keep a Sankaty Hoodie in our bag every time we head out fishing or for an afternoon sail—toss one on and you're good to go.

**Wicking & quick-drying | Wrinkle-resistant |
Lightweight performance fabric**

ON-THE-GO SHORTS. \$98.50.
Imported. SANKATY HOODIE.
\$128. Imported.





OTC™

THE SANKATY POLO

A vineyard vines ORIGINAL

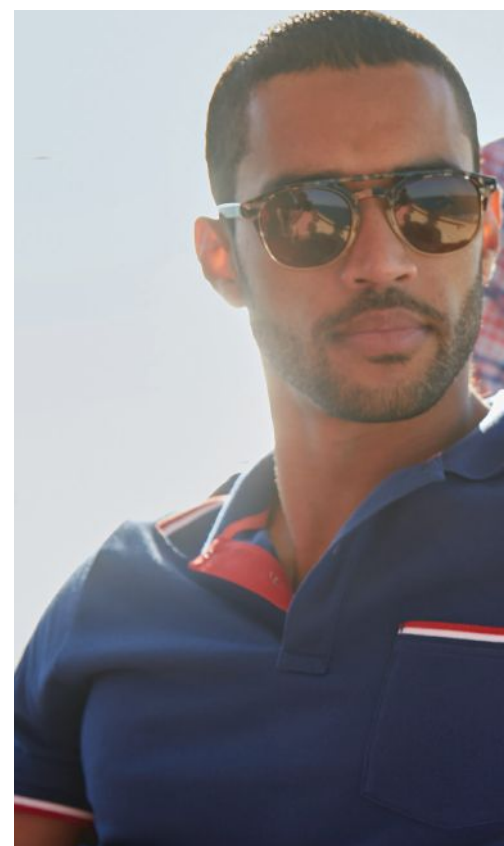
On the eastern shore of Nantucket sits Sankaty Head, a lighthouse and golf course overlooking the cliffs of Siasconset and the Atlantic Ocean. The weather at Sankaty can change quickly from the blistering heat of midday to the chill of fog or a rising ocean breeze. For a day at Sankaty, you need to be ready for anything. That's why we named these Sankaty Polos—they're ready for whatever the day holds. Shop them all at vineyardvines.com.

UPF 30+ sun protection
Quick-drying & moisture-wicking
Built-in stretch



BORN IN THE U.S.A.

We live for the summer. The days are long, the weather's warm and the fish are biting—what's not to love? Heck, we founded vineyard vines on the Fourth of July back in 1998. So it's no surprise that when it comes to rocking the red, white and blue, we do it better than just about anyone else. Check out our favorite summer styles at vineyardvines.com.





**EVERY
SUMMER
SHOULD
FEEL
THIS
GOOD. 🌊**



A Good Life getaway with our friend @logan.bowles in French Polynesia.





EVERY
DAY
SHOULD
FEEL
THIS

GOOD. 

FATHER'S DAY IS
JUNE 20TH!
Get dad-approved gifts
at vineyardvines.com.



vineyard vines®

SUMMER 2021 | THE FLORIDA KEYS

Follow us on Instagram @vineyardvines and @vineyardvineswomen and share your Good Life moments with #EDSFTG





vineyard vines®

SPRING 2021

ST. BARTHS



EVERY DAY SHOULD FEEL THIS GOOD. ©

MAKE YOUR *Escape* PLAN THIS WAY TO THE GOOD LIFE.

When we started vineyard vines, we didn't really have a plan. All we knew was that we wanted an escape. So we started making clothes that reminded us of our favorite places—the shores of the Vineyard, the flats of Islamorada and the stunningly blue waters of St. Barths.

We first got introduced to St. Barths in the early 1980s. Our family made a trip to the island to see the villa our grandmother had impulsively purchased during a layover. The “villa,” it turned out, was a studio apartment with an outdoor kitchen. Our parents took the loft, our older brother took the floor, and we took the plastic dining table outside. Sure, it wasn't what we envisioned, but that didn't matter. It was our first taste of St. Barths. We were hooked.

St. Barths is a special place. Much like Martha's Vineyard, it's an island with an undeniable energy that plays host to visitors and locals from all walks of life. A combination of undeniably chic and incredibly laid-back. It's a place where people escape to live their *Every day should feel this good* moments (and dream about escaping to when they're stuck at home).

These days, we could all use an escape—from the day-to-day, the couch, the home office. Wherever you're escaping to this season, whether it's down to the islands or down to your local beach, across an ocean or across the street, we'll help you get there.



—Step & Ian

Co-founders & brothers

**REAL GOOD PEOPLE.
REAL GOOD LIFE. ☺**



**DAVID,
THE FREQUENT FLIER**
PG 12



**AMINATA,
THE WELLNESS EXPERT**
PG 24



Chasing the Good Life in St. Barths!



**LINDSAY & MATT,
THE WORLD TRAVELERS**
PG 18



**LOULA & LEANA,
THE IN-THE-KNOW SISTERS**
PG 28



**EDDY,
THE LOCAL LEGEND**
PG 5



ESCAPE

Your Routine

IT'S TIME TO WEAR A REAL SHIRT AGAIN. (EVEN IF IT'S ONE WITH BURGERS ON IT.)

We know it's been a while, but guys, it's time to start wearing button-downs again. Get reintroduced to looking good at vineyardvines.com.

vineyard vines
by Shep & Ian
CLASSIC FIT TUCKER SHIRT
98% COTTON 2% SPANDEX

Imported unless otherwise noted. CLASSIC FIT SLIDERS PRINT SHORT-SLEEVE SHIRT IN STRETCH COTTON (1W010937): Cotton/spandex. \$89.50. Blue bay. (Opposite page) CLASSIC FIT GINGHAM ON-THE-GO SHIRT IN PERFORMANCE NYLON (1W010894): Nylon/spandex. \$118. Dusty bloom.



**REAL GOOD PEOPLE.
REAL GOOD LIFE. ☺**

**EDDY
STAKELBOROUGH**



Eddy at his BBQ restaurant, Eddy's Ghetto.

"My dad owned Le Select, opened in 1949, the oldest restaurant on St. Barths. I started working with him when I was 5 or 6," Eddy Stakelborough told us, his long white hair shifting in the breeze, the smells wafting from the kitchen making it hard to concentrate. "I opened my first restaurant, Cheeseburger in Paradise, in '79, and my BBQ restaurant, Eddy's Ghetto, in '89."

For Eddy, a restaurant is more than just food. And that's what makes him and his establishments so special. "Eddy's Ghetto is a place for friends, it's a family business, just like Le Select," Eddy told us. "My son and my wife work here, my daughter has the shop next door. That's the reason we're successful, we give people friendliness."

Of course, in this island paradise, even running a restaurant is infused with a laid-back vibe. "I never have a schedule, I am never on time and I don't wait for anyone to be on time," Eddy said. "It's a small island. If I miss you, I'll see you in five minutes, no big deal. I don't have a phone. Usually, a shirt doesn't go on until I have to walk into a store."

If that's how the daily grind goes down in St. Barths, sign us up.

Read more about Eddy, from his friendship with Jimmy Buffett to picking up french fries by plane, at vineyardvines.com.

OTG THE SANKATY POLO

READY FOR WHATEVER THE DAY THROWS AT YOU



What Makes It On-The-Go

- UPF 30+ sun protection
- Quick-drying & moisture-wicking
- Built-in stretch

Imported unless otherwise noted. **ST. JEAN STRIPE SANKATY POLO** (1G010673): \$89.50. Andros blue, blue depth, breaker blue, cara cara, hammerhead, sunset pink. (Opposite page) **SANKATY 1/4-ZIP** (1K001361): \$128. Spinnaker. **PRINTED SANKATY POLO** (1G010735): \$89.50. Rum punches multi/flats blue. **PERFORMANCE BREAKER SHORTS** (1H001060): \$84. Blue blazer.

A man with short dark hair is smiling and looking down and to the right. He is wearing a bright blue, long-sleeved zip-up sweater with a dark blue collar and cuffs. Underneath, a patterned shirt is visible. He is also wearing dark blue pants. The background is a blurred outdoor setting with green foliage and a clear blue sky.

OTG

THE SANKATY 1/4-ZIP

What Makes It *On-The-Go*

- Quick-drying & moisture-wicking
- Wrinkle-resistant & stretchy
- Temperature-regulating micro-grid lining

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EDSFTG 7



INTRODUCING *The New* ON-THE-GO T-SHIRT

Not all t-shirts are created equal. Some are nostalgic, some are free, some you're just too lazy to get rid of. Our On-The-Go T-Shirts are something else entirely. Perfect for everything from morning runs to weekend adventures, they combine a crazy-soft feel with performance features like moisture-wicking, quick-drying, wrinkle-resistance and built-in stretch.

What Makes It On-The-Go

- Quick-drying & moisture-wicking
- Wrinkle-resistant
- Built-in stretch

Our friends Matt and Lindsay soaking up the St. Barths sun.

ESCAPE

To Adventure

THE ON-THE-GO COLLECTION

A performance line through and through, our On-The-Go collection features the technical attributes guys want—like wrinkle-resistance, moisture-wicking and built-in stretch—in the comfortable styles they love. Check out the entire collection at vineyardvines.com.



OTG



THE CHAPPY TRUNK

- 7" inseam
- Lined
- Quick-dry
- Built-in stretch
- Elastic waistband
- Lightweight & naturally breathable

Imported unless otherwise noted. PRINTED CHAPPY TRUNKS (1M001124): \$89.50. Bora blue, knockout pink, breaker blue. PIECED CHAPPY TRUNKS (1M001211): \$89.50. 4-panel multi. PLAID CHAPPY TRUNKS (1M001146): \$89.50. Colombier plaid/tide blue. PRINTED PIPED CHAPPY TRUNKS (1M001145): \$89.50. Island leaves/knockout pink.



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David next to one of his planes.



**REAL GOOD PEOPLE.
REAL GOOD LIFE. ☺**

**DAVID
ZIPKIN**

"My first trip to St. Barths was in 2004, and I fell in love with the island," David Zipkin told us as we sat on the hood of his Land Rover at the St. Barths airport, watching the planes on their approach. "It was unlike anywhere I'd been. The airport is the centerpiece of the island, and the island lives and dies by the arrival of tourists. Being in aviation, it's a very unique experience."

A lifelong pilot, and the co-founder and vice president of Tradewind Aviation, Zipkin is familiar with landing planes on small islands. "When we started Tradewind in 2001/2002, air travel was getting more difficult, for obvious reasons. We saw there would be demand for new ways to fly," he told us. "You had private charter, which was quite expensive, and you had scheduled flights, which involved a lot of time in the airport. We split the difference and came up with shared charter. We started in Nantucket,

then Martha's Vineyard, and then we came to St. Barths in 2006."

Since then, Zipkin has been spending as much time on the island as he can. "When you arrive, you immediately feel better. You come over the water, over the hill, and you have this incredible, dramatic view. You touch down, the engines roar, and you're here. It's a wonderful feeling. It's time to relax, and make this place what you want it to be. It's a great feeling for many people."

He's not wrong. But don't take our word for it. We recommend you find out for yourself.

Read more about Zipkin and get his insider's guide to St. Barths at vineyardvines.com.

THE BEST JUST GOT BETTER

The New **SALTWATER 1/4-ZIP**

We wear Saltwater 1/4-Zips nonstop—literally wherever we go, they go. That's why we want them to be the best. So we introduced a new, softer fabric, added new colors, and kept the moisture-wicking and wrinkle-resistance that you love.



Imported unless otherwise noted. SALTWATER 1/4-ZIP (1K001863): \$98.50. Blue blazer/navy heather, blue/marlin, white cap/blue marlin, lifeguard red/red heather, marshmallow/pink, white cap/gray heather.

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EST. 2004

ESCAPE *To Style*

A cashmere sweater is the perfect companion for an island getaway—lightweight, naturally breathable and incredibly soft for sunset cocktails and beachside bonfires.

Imported unless otherwise noted. CLASSIC FIT SOLID SHIRT IN LINEN (1W010942): Linen. \$118. White cap. LINEN CASHMERE CREWNECK SWEATER (1E001137): Cashmere/linen. \$218. Deep bay.

THERE'S NOTHING
BETTER THAN

Linen

If an island vacation were a shirt,
it'd be this.

Tom, a St.
Barths local,
soaks in the
sun during an
afternoon on
the water.

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WAVE HELLO TO

THE NEW SURETEE

Whether you're searching for a great neutral or something brighter, there's a color for everyone and every adventure.

Shop the whole collection at [vineyardvines.com](https://www.vineyardvines.com).

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LINDSAY SILBERMAN

Former travel-editor-turned-entrepreneur, our friend @lindsaysilb (and her @instahusband Matt) fell in love with St. Barths immediately after landing here eight years ago. "It's casual, it's low-key, it's friendly, it's laid-back. People wear no shoes in restaurants and no one thinks anything of it! To me that's why this island is so special and welcoming. No matter what, you always belong here."

Learn more about Lindsay and her favorite getaway spot at vineyardvines.com.



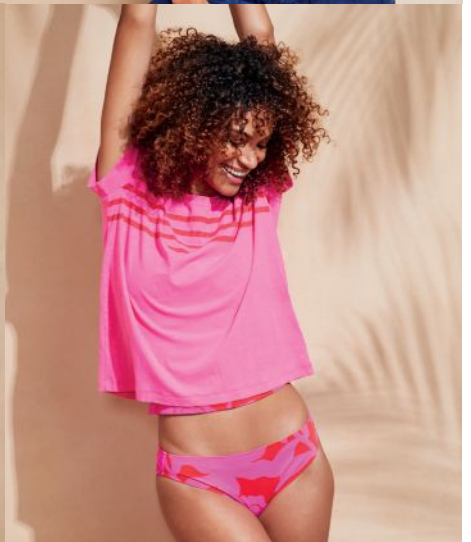
St. Barths squad surf lesson.

A vineyard vines ORIGINAL
INTRODUCING THE SURFTTEE

FLATTERING OPEN NECKLINE

DROPPED SHOULDERS

RELAXED SILHOUETTE



Imported unless otherwise noted. PLACED STRIPE SURFTTEE (2K001869): \$55. Andros blue, lady slipper fuchsia. STRIPED SURFTTEE (2K001868): \$55. White cap. POP STITCH SURFTTEE (2K001867): \$55. Lemon lime, passion fruit, light gray, breaker blue, white cap.

ESCAPE THE COLD
IN ST. BARTHS BRIGHTS

When you're ready to travel again, we've got you covered. Our easy pack-and-go pieces look perfect from take-off to touch-down.



Pack your getaway bag with the essentials at [vineyardvines.com](https://www.vineyardvines.com).



RUFFLE SLEEVE MIDI SUNDRESS

(2Q010581): \$198.

Lemon squeeze. Imported.

THE NEW LINEN BUTTON-DOWN

With just the right amount of slouch, a beachy color palette and—best of all—excusable wrinkles.

ST. BARTHS PRINTED LINEN
WEEKEND BUTTON-DOWN

(2W001355): Linen. \$98.
Breaker blue stripe. Imported.

"Shell Beach is one of my favorite escape spots on the island. My husband and I love to grab a local beer and take in the views. The sand is so unique, it's made of shells—my absolute favorite place to spend an afternoon." —LINDSAY





Imported unless otherwise noted. **LINEN CHILMARK RELAXED BUTTON-DOWN** (2W001353): Linen. \$88. Crystal blue, pink cloud. **ST. BARTHS PRINTED LINEN WEEKEND BUTTON-DOWN** (2W001355): Linen. \$98. Breaker blue stripe. **RAINBOW LINEN WEEKEND BUTTON-DOWN** (2W001380): Linen. \$98. Rainbow white. **STRIPED LINEN WEEKEND BUTTON-DOWN** (2W001382): Linen. \$98. Resort red stripe.

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AMINATA CLASON-DIOP

Health coach, yoga teacher, master's in psychology student and raw food chef, our friend Aminata is sunshine personified. Originally from Sweden, she moved fulltime to St. Barths in 2013 to launch her wellness business after studying in NYC. Today you can find her leading group hikes through the rejuvenating landscape, offering nutrition consultations and teaching Vinyasa flow yoga.

Learn more about Aminata at vineyardvines.com and [@aminatastbarthwellness](https://www.instagram.com/aminatastbarthwellness) on Instagram.

**SEERSUCKER RUFFLE
BIKINI TOP**

(2M001265): **\$78.**
Breaker blue. Imported.

**SEERSUCKER RUFFLE
BIKINI BOTTOM**

(2M001266): **\$72.**
Breaker blue. Imported.



SEA & BE SEEN IN SHADES OF BLUE

Endless beach days, carefree ocean dips and breezy nights with friends will be back again soon.
We promise. Outfit your getaway in blue hues at vineyardvines.com.



Gustavia Harbor

"My Every day should feel this good moment is truly anytime someone is inspired to plan their own trip to a place I've written about—to see something different in the world that maybe they wouldn't have thought of before."—LINDSAY

FRAYED EDGE WOVEN
STRAW SUNHAT
(2F001215): \$118. Natural. Imported.

VILLA SHIMMER SEERSUCKER
BANDEAU
(2M001267): \$78. White cap. Imported.

VILLA SHIMMER SEERSUCKER
CLASSIC BOTTOM
(2M001268): \$72. White cap. Imported.

BREEZY LINEN COVER-UP
(2C001126): \$118. White cap. Imported.

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LOULA AND LEANA NEMEGYEI

Sisters Loula (@loulangy) and Leana (@leana_ngy) grew up in France, but now call St. Barths home. Whether they're busy studying, working or soaking up some sun by the lagoon, they're happiest at the end of the day, enjoying an *apéro* with loved ones. For hanging at home or weekend adventures, Loula lets us in on her favorite spring style tip: "An easy and bright top with great jeans is always comfortable and cute."

Check out more tips from our friends @vineyardvineswomen and don't forget to tag us with #EDSFTG and share your Good Life moments.



ESCAPE

Your Sweatpants

Get excited about getting dressed again with our High-Rise White Jamie Jeans in three fits: a sleek skinny leg, a confident wide leg and a chic straight crop.

Imported unless otherwise noted. JAMIE HIGH-RISE WHITE JEANS (2P000027): \$178. White cap. JAMIE HIGH-RISE WIDE LEG WHITE JEANS (2P001158): \$178. White cap. JAMIE HIGH-RISE STRAIGHT CROP WHITE JEANS (2P001168): \$178. White cap. (L/R): BRETON STRIPE BOATNECK SWEATER (2E001304): \$158. Lobster reef. ISLAND SCARF PRINT PULL-ON SHORTS (2H001218): \$78. Formosa pink. POP STITCH SURFTEE (2K001867): \$55. Passion fruit.



SANDBAR
SHORTS

HEATHERED
PERFORMANCE
TANK

THE SKIP MONDAY SHOP

Our new leggings, pullovers and shorts are ready to escape with you at the drop of a hat. But for now, they're perfect for your around-town adventures. Check out the collection at vineyardvines.com.

SKIP MONDAY
PRINTED
PERFORMANCE
LEGGINGS

ESCAPE

The Grind

AMINATA'S SELF-CARE TIP

"Drink rosemary tea or take a warm bath in rosemary water. It's great for your immune system and your respiratory system. You can do fresh rosemary or essential oils in a cup with warm water. I do it morning and night!"



POP STITCH SURFTEE

(2K001867): \$55.

White cap. Imported.

SKIP MONDAY PRINTED PERFORMANCE LEGGINGS

(2P001165): \$88.

Nor'easter camo. Imported.

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WELCOME BACK TO

Looking Good

When it comes to button-down shirts, we're changing the game. We've refined our fit, refreshed our fabric and reimagined our shopping experience. Get reintroduced to looking good at [vineyardvines.com](#).