ARTnews kicked off Frieze Art Week in New York early in partnership with the Madison Avenue Business Improvement District and Vilebrequin to celebrate the third annual Madison Avenue Gallery Walk. ARTnews started the morning with a tour led by Editor-in-Chief Sarah Douglas highlighting several of the important shows on Madison Avenue this spring. Participants this year were able to enjoy exhibitions at nearly 50 galleries and attend presentations led by artists and curators throughout the day. Later in the afternoon, ARTnews closed this action-packed celebration of art by hosting a cocktail hour honoring the launch of Vilebrequin's limited-edition collection with Hunt Slonem. Commenting on the project, Slonem said, “I was thrilled with the opportunity to partner with Vilebrequin and bring my work to life. The inspirations behind this collaboration were my animal imagery reemerging in the elements, and my turtles returning to water. Vilebrequin's masterful techniques in craftsmanship have resulted in our swimwear capsule as wearable art to be treasured for years to come.”

On Tuesday evening ARTnews and Vilebrequin continued the festivities with an intimate dinner at Slonem's studio inviting guests to explore the roots of his inspiration for the collaboration with Vilebrequin.