

LACOSTE X NATIONAL GEOGRAPHIC

Lacoste and National Geographic unite for a collaboration that celebrates the beauty of the natural world.

Lacoste is proud to work with National Geographic on a capsule collection that combines Lacoste's timeless silhouettes and celebrated fits with the rich, majestic prints and forms of the animal kingdom. It is a celebration of this Earth and all its wonder; and a call to action to remind of the importance of conservation.

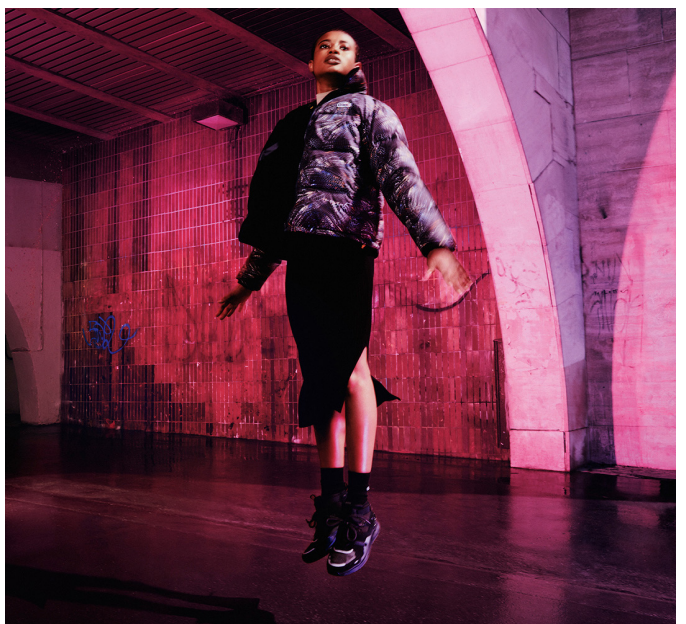


The central inspiration for this exclusive range of menswear, womenswear and childrenswear comes from the ambitious National Geographic Photo Ark project. Led by award-winning photographer and National Geographic Fellow Joel Sartore, the Photo Ark is a long-term effort to document every species living in the world's zoos, aquariums, and wildlife sanctuaries. The project, and in turn this new collaboration, aims to celebrate the diversity and splendour of the animal kingdom.

To craft this collection, Lacoste meticulously combed Sartore's existing archive of over 10,500 species, finally deciding to spotlight four key animals, chosen for their vibrant stories and exceptional beauty; the Grévy's Zebra (*Equus grevyi*), the Green and Black Poison Dart Frog (*Dendrobates auratus*), the Halloween Pennant Dragonfly (*Celithemis eponina*) and the Jaguar (*Panthera onca*). Watch as the croc goes stripey like the zebra, or speckled like the dart frog.

Across the collection, the dazzling coats and scales of these four species are interpreted as graphics and prints. Wearers can adopt the spots of the Jaguar, or wrap themselves in the mesmerising wing of the Dragonfly, with its hypnotic, delicate cross-connecting lines. Education is paramount – every garment within the collection comes with a special hangtag detailing information about each species. Did you know that most Poisonous Dart Frogs aren't poisonous at all? Or that the Halloween Pennant Dragonfly gets its spooky name from its orange wings? Or that the spots of the Jaguar are called rosettes, and that while Leopards have these too, only the Jaguar has spots inside its spots?

Naturally, all the materials within this collection, from the recycled polyester of the bags to the organic cotton of the polos and the natural rubber outsoles on footwear, are eco-responsible: all have been certified sustainable and recycled.





In keeping with its focus on celebrating the diversity of the natural world, this collection is broad and encompasses various categories, from tops and sweaters through to sunglasses, trainers, bags and underwear. Classic t-shirts in red and navy come with customised printed croc motifs. A polo, available in two separate fits for men and women, comes entirely covered in bold Jaguar, Zebra and Frog prints. So too do bags; an elegant, roomy tote comes with rosettes, while a classic backpack, available in three prints, is ideal for those on the go. Nodding to the way animals transform and camouflage, the padded jacket, available in Dragonfly and Frog prints, is reversible, changing effortlessly from energetic animal print to classic navy. Sunglasses boast playful printed frames, while boxers come decorated with a splattering of crocs, each customised to recall one of the collection's four hero animals. A special trainer, the Gagnant, a twist on the classic René shoe, comes with a Zebra-printed croc motif on the outer and an eye-catching Zebra striped lining and insole.

For children, society's instinctive animal lovers, there is a special sweatshirt with a customised giant crocodile in Zebra stripes or Jaguar spots.

This is a collection for customers with a keen eye for observation. Look closely, and you'll spot many clever yellow details that celebrate the famous design of the National Geographic magazine. On the necklines of polos and sweaters, a bold yellow stripe recalls the magazine's cheerful borders. Toggles on jackets are also rendered in bold yellow, while all fastenings are branded.

Once released, the Lacoste x National Geographic collection will bring to life the beauty of the jungle, forest, grasslands and waters, reminding many of the importance of the animal kingdom. This ambitious colla is a celebration of all that is important and magical in nature; and a tribute to the breathtaking creativity found across species, and across our planet.



The Lacoste x National Geographic collection will be available from November 11th 2020 in Lacoste's e-shop and in physical stores and wholesalers.