



**PRESS RELEASE**

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## LOUISE TROTTER NAMED CREATIVE DIRECTOR FOR LACOSTE



Lacoste announces today the arrival of Louise Trotter as Creative Director.

The very first female to lead the creative direction of the brand with the Crocodile, the British designer will present her first collection during the next fashion week in Paris.

Louise Trotter is an experienced designer known for her talent to define precise silhouettes both elegant and relaxed.

“We are very happy to welcome Louise. Her visionary approach on lines and materials, as well as her expertise in creating highly technical pieces will be real assets to strengthen the positioning of our collections.” Says Thierry Guibert, President of the Lacoste Group.

“I am delighted to join this French brand with such a unique heritage. For 85 years, the modernity of the Lacoste style lies in this singular fusion of sport and fashion. I am proud to contribute to the writing of a new chapter in its history.” Says Louise Trotter.

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