

FALL IN LOVE WITH LACOSTE X PEANUTS!

Two icons are coming together for a brand-new collaboration! The characters from the world-famous comic strip, Peanuts by Charles M. Schulz, are featured on Lacoste's emblematic pieces for Autumn-Winter 2021-2022. A joyful collection fit for the whole family will be available from 27 October 2021.

Since 1950, the Peanuts characters have been making both children and adults around the world smile, laugh and dream. This season, Lacoste and Peanuts will team up for the third time bringing an entire range for men, women and children in which ready-to-wear, accessories, footwear and leather goods are adorned with the Peanuts characters.



POP ICONS

From the kind-hearted Charlie Brown to his lovable beagle Snoopy, to Woodstock, the little yellow bird and the bossy Lucy, the beloved Peanuts characters can be found playing tennis or having meaningful conversations in this new Lacoste collection, highlighting the values of spontaneity, humor, creativity and passion found in both Peanuts and the Crocodile brand. The ultimate meeting of two brands that are both witness to their times and true pop cultural icons.

FOR THE WHOLE FAMILY

The comprehensive collaboration, available for adults and children, combines Lacoste's legendary pieces with new essentials for Autumn-Winter 2021-2022. Sometimes sportswear, sometimes city, the silhouettes feature whimsical, flat colors or an accumulation of bubbles specifically for the Lacoste Live creations.

LACOSTE X PEANUTS COLLECTION

Available in stores and on lacoste.com from 27 October 2021.

ABOUT LACOSTE

Since the very first polo was created in 1933, Lacoste relies on its authentic sports heritage to spring optimism and elegance on the world thanks to a unique and original lifestyle for women, men and children.

At the juncture of sport and fashion, Lacoste frees us up, creates movement in our lives, and liberates our self-expression. In every collection, in every line, Lacoste's timeless elegance is captured through a combination of the creative and the classic. Since its beginnings, the crocodile's aura has grown more powerful with every generation who has worn it, becoming a rallying sign beyond style. Passed from country to country, from one generation to the next, from one friend to another, Lacoste pieces become imbued with an emotional connection that raises them to the status of icons.

The Lacoste elegance - both universal and timeless - brings together a large community, in which everyone respects and recognizes each other's values and differences

LACOSTE is an international brand from MF Brands Group, established in 98 countries, throughout a network of 1100 shops.

For further information on LACOSTE:
<https://corporate.lacoste.com/>

ABOUT PEANUTS

The characters of Peanuts and related intellectual property are owned by Peanuts Worldwide, which is 41% owned by WildBrain Ltd., 39% owned by Sony Music Entertainment (Japan) Inc., and 20% owned by the family of Charles M. Schulz, who first introduced the world to Peanuts in 1950, when the comic strip debuted in seven newspapers. Since then, Charlie Brown, Snoopy and the rest of the Peanuts gang have made an indelible mark on popular culture. In addition to enjoying beloved Peanuts shows and specials on Apple TV+, fans of all ages celebrate the Peanuts brand worldwide through thousands of consumer products, as well as amusement park attractions, cultural events, social media, and comic strips available in all formats, from traditional to digital. In 2018, Peanuts partnered with NASA on a multi-year Space Act Agreement designed to inspire a passion for space exploration and STEM among the next generation of students.

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