

LACOSTE IS PROUD TO ANNOUNCE THE APPOINTMENT OF K.J. APA AS BRAND AMBASSADOR

The actor and musician is to become the new face of the Crocodile brand and will mainly front the Underwear product category.



Born in Auckland, New Zealand, K.J. first came to prominence on the small screen at the age of sixteen. A few years later, he became internationally known as Archie Andrews in the TV show Riverdale. Shared values, creativity and energy will unite KJ and the brand for a two-year period.

“I’ve always loved the versatility of Lacoste, which is the perfect combination of fashion and sport,” says K.J. Apa.



As the latest ambassador to join the brand, K.J. Apa reinforces the strive for desirability in a category that held its first collections in 1966.

Over the decades, Lacoste underwear has reinvented itself, readapting to more modern materials that are in tune with the times. Comfort and freedom of movement remain the main priorities for a product that also ventures into some graphic statements. Representing a very strong growth potential, underwear reinforces the brand’s ambitions to offer a complete silhouette.

KJ Apa will star in a Lacoste campaign film in autumn 2022.