

BRITISH VOGUE CELEBRATES VENUS WILLIAMS – NEW LACOSTE GLOBAL AMBASSADOR



Credit : Stas Komarovski for British Vogue

Bold, committed, entrepreneurial, passionate about fashion and founder of lifestyle brand EleVen, tennis champion Venus Williams embodies all the ambitions of the new fashion-sport silhouette created by Louise Trotter. This wardrobe, imbued with the brand's strong fashion DNA, is part of a desire to respond to new lifestyles – creating versatile clothing to cater to women's contemporary lives.

“Lacoste celebrates its new silhouette, at the crossroads of fashion and sport. It blends technical materials, key details, and bright colours. This look draws its inspiration from the roots of our history: on-point pieces inspired by the movement of the body, just as René Lacoste intended.»

- Louise Trotter, Lacoste artistic director

British Vogue photographed Venus Williams, the first woman to enliven this fashion-sport vision, in Jupiter, Florida, which she calls home.

«I am a long-time fan of Lacoste and have always been inspired by the brand's innovative style, beyond its tennis roots. Louise Trotter is such a visionary and the work she has done as creative director of the House is forward-thinking, inspired and constantly evolving. I am thrilled to be working alongside her as the face of Lacoste's new silhouette.»

- Venus Williams

The seven-time Grand slam champion and entrepreneur is arguably one of the most accomplished and inspiring women in the history of sports. A trailblazer throughout her career, Williams has worked tirelessly to help the sport evolve by championing the fight for equal pay and serving as a steadfast advocate for equality. Perfectly aligned with Lacoste's brand values, Williams will support the endeavors of the Lacoste Foundation, which has been working internationally to promote equal opportunities since 2006.

The new vision created by Lacoste will soon be represented by an unexpected array of figures who will celebrate the new direction in the coming months.

THE NEW FASHION-SPORT SILHOUETTE

The beginning of 2022 marks a real creative turn for Lacoste – the wardrobe for this new look is designed as a stylish fashion-sport uniform.

Trench coats, bras, dresses, shirts and accessories: the unisex pieces are developed in a colour palette that juxtaposes bright shades (fluorescent green, pale yellow, brick orange) with softer hues (pastel pink, white and cream). The ensemble is boosted by contrasting stitching, sports-inspired features (card pockets on the forearm, drawstrings, heat-welded fastenings) as well as technical materials, all coming together to ensure optimal freedom of movement.

Discover the new Lacoste fashion-sport silhouette, available now on [Lacoste.com](https://www.lacoste.com) and at Lacoste boutiques.

The images were shot by Stas Komarovski for British Vogue. Styling by Patrick MacKie, hair by Graham Nation and makeup by Karina Milan.