

LACOSTE UNVEILS ITS FIRST-EVER COLLECTION CONCEIVED BY A HANDISPORT ATHLETE – THE THÉO CURIN COLLECTION



Great athletes have become more than role models, they are true icons who inspire the younger generation. Some have even seen their name become a logo, a brand. But all have in common that they are able-bodied athletes. No disabled athlete has ever had this privilege before.

Lacoste has teamed up with quadri-amputee swimmer Théo Curin, to create the very first collection bearing the name of a disabled athlete, intended for both able-bodied and disabled people. Until now, only able-bodied athletes have had this privilege. The new Théo Curin line confirms Lacoste's desire to transcend previous limits in fashion and sport.

Théo Curin, Louise Trotter - Creative Director of Lacoste - and her teams have worked together to design a universal wardrobe. From the logo to each single piece, every element is inspired by the life of this extraordinary athlete - in particular his recent swim across Lake Titicaca, his most recent endeavor, which marks the starting point of this new line.

«The fact that a brand like Lacoste asked me to set up a collaboration like this shows that things are still evolving in the right direction. What I liked is that I was involved in every step of the design: choice of products, colours, adaptations etc. and also that it is a universal collection. I'm very proud of that.» says Théo Curin.

The Théo Curin collection consists of a polo shirt, a sleeveless parka, a T-shirt, a sweatshirt and a cap, and is available in several colors. On the T-shirt, the athlete wished to integrate the mottos that guide him in life: 'Follow your dream', 'Keep smiling' and 'Your difference is a strength'.

Beyond the style elements, special features were brought to the design, such as the buttons being replaced by snaps or the ties allowing the sleeves to be rolled up easily. This attention to detail, inspired by Curin's daily life and elaborated in collaboration with Louise Trotter, makes it easier for people with disabilities to use these pieces while maintaining Lacoste's signature style and elegance. This meeting between aesthetics and practicality allows the able-bodied and the disabled to come together around this exceptional collection.

«It was a joy and an honour to work with Théo on this unique project – he is an inspiration to us all while his enthusiasm and determination pushed us to new levels of creativity!» says Louise Trotter, Creative Director of Lacoste.

To put this creative process into images, the BETC creative agency followed Théo Curin for a year, between his preparation for the Titicaca challenge and the design of his collection. This 1'33" film, full of emotion and pride, retraces this human adventure

The Théo Curin collection will be available from April 1st on Lacoste.com as well as in Lacoste stores. The movie is available [here](#).