

LACOSTE X MINECRAFT – IT ALL BEGINS WITH PLAY

Lacoste and Minecraft unveiled their collaboration with an event in the heart of Paris to immerse themselves in a world created together by the two brands. Lacoste x Minecraft is about building bridges between two worlds. An invitation to play, around a common philosophy, the starting point of this collaboration: that of mutual aid to build a better world. An opportunity to discover yourself. As a player, as an enthusiast, as a member of the same community. This collaboration is also an exploration in the virtual as well as in the real. Adventurous, brilliant and with fairplay, all styles of players can now wear a custom-made uniform. A collection that focuses on the uniqueness of each, to better celebrate it.

Headlining the collaboration and highlighting the launch party were game girls Atomicmari and Shubble, music artist Brawk, and video creator Smajor, who unveiled the Croco Island map, developed especially for the occasion and available for free to gamers around the world. This happy crew crossed paths virtually on this map inspired by the real world of Lacoste. In a city, in a forest, on a beach or on a tennis court, together they adopt the Minecraft codes with a giant crocodile that watches over their team spirit in the background.



THE LACOSTE x MINECRAFT COLLECTION SUITS EVERY GAMING STYLE

The result of this collaboration is a collection of new essentials designed for Spring/Summer 2022 to express your own style - in the real or the virtual world.

For more than a decade, gaming enthusiasts of all ages have been immersed in the multicolored landscape maps of Minecraft. Today, this singular universe is immersed in a Lacoste collection that has nothing virtual about it: a 360° wardrobe for men, women and children, where the ready-to-wear and accessories are adorned with the pixelated graphics of Minecraft.

Gamer, discreet, sporty, explorer, risk-taker: there are as many profiles as there are players. And an infinite variety of game styles - and styles in general. The Lacoste x Minecraft collection merges the codes of both brands. It mixes mythical pieces from the crocodile brand (printed polo, monochrome sweatshirt, cap featuring a big crocodile) and more sportswear elements (logoed sports bras and tapered leggings). The crocodile has been redesigned and pixelated by the Minecraft Creative Studio and iconic quotes from both brands around the notion of play are featured on the collection's key pieces. The common values of the two brands are also clearly expressed on the pieces as they are at the genesis of this collaboration.



FROM VIRTUAL TO REAL WORLD – AN EVENT FUELED BY THIS UNPRECEDENTED COLLABORATION

On Saturday March 12, Lacoste and Minecraft unveiled their first collaboration with an event at the E-Spot. 400 people showed up at the E-Spot, a gaming mecca on Rue de Rivoli. Everyone gathered in the arena of this iconic venue to play and discover the pieces in the Lacoste x Minecraft collection. The event was also streamed live on Twitch, so that gamers beyond Paris could celebrate their shared passion for the game.

To watch the live stream in replay click [HERE](#)



The Lacoste x Minecraft collection will be available from March 16 online and in stores.

The Croco Island map is already available in online version of Minecraft - DLC version will be available on March 15th.

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