

LACOSTE SPARKS THE NEXT UNEXPECTED ENCOUNTER, WITH VENUS WILLIAMS.

Since 1993, the Lacoste crocodile has transcended time, style and genre. It roams over a limitless range. Its defining feature is that it is worn by people from all walks of life, each sporting the crocodile in their own way.



CELEBRATING UNEXPECTED ENCOUNTERS

For Spring-Summer 2022, Lacoste unveiled its new tone of voice with several unexpected encounters. With this campaign, the brand, using its iconic pieces as a starting point, went in a new direction, fresh and full of spirit.

The next chapter? An impromptu meeting between new brand ambassador, tennis champion and entrepreneur, Venus Williams, and a young Lacoste fan (played by Saniyya Sidney, who memorably starred as a young Venus in the Academy Award-winning film, King Richard).

A BATTLE IN STYLE

For Fall-Winter 2022, a white Lacoste jacket forgotten in a corner store brings the young teenager face-to-face with its unexpected owner, Venus Williams. In a moment of joyful complicity, the two realize they have the same piece of clothing bearing the lacoste crocodile. This connection ignites a dancing battle.

Inspired by Venus Williams' iconic courtside dancing, the two women playfully move their own ways, using their common jacket as a piece of unique expression.

CAPTURING STYLE IN MOTION

Irish photographer, Ronan Gallagher, captured the encounter, mixing documentary style with a contemporary street fashion vibe. The film was directed by the talented young duo, Kenten.

In line with the new 2022 campaign, the film is set to Apache, by the Sugarhill Gang, setting a dynamic, humorous pace for the exchange.

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