



## LACOSTE AND THRASHER UNVEIL THEIR FIRST COLLABORATION.



Two icons unite in a thrilling collision of cultures as Thrasher, the Bible of skateboarding, teams up with Lacoste, and a combustible collection of crocodiles is born. Showcasing Thrasher's hometown, San Francisco, the collection has been immortalized at iconic spots in the city, as the magnificent Golden Gate Bridge looms mightily throughout.

The design is a vision of both San Francisco and Paris, as Thrasher and Lacoste worked side by side to blend their bold symbols in a genuine light. The line is composed of the quintessential polo shirt in Terry cloth, a hoodie, t-shirt, track suit. Each piece is emblazoned with the flaming crocodile, the official logo of the collection. This merging of two distinctive classics will be available September 28th online, as well as in selected stores.

### About Thrasher

Founded in 1981 by entrepreneurs Eric Swenson and Fausto Vitello, Thrasher began by marketing skateboarding equipment with the independent company, Independent Trucks. Since then, Thrasher has established itself in the community as the ultimate reference for all things skateboarding with content written for skateboarders, by skateboarders, for skateboarders.

