

LACOSTE LAUNCHES A COLLECTION OF UNDERWEAR FOR WOMEN

Lacoste has been celebrating movement for 90 years. In 1966, the brand designed its first underwear for men – and this July 12, 2023, a collection for women at the crossroads of fashion and sport will be launched.

The Lacoste woman has a wardrobe that matches her personality. Divided into four capsules, this new line of Lacoste underwear is as versatile as it is essential. With 50 pieces, all featuring the crocodile, these underwear sets, to match or mix'n'match, are designed for living and experimentation.



FOUR CAPSULES, FOUR STORIES

The **Heritage** capsule celebrates sports fashion and comfort. Lacoste's DNA codes (such as the brand's famous green hue and its nods to the world of tennis) are displayed on bras and panties. Second-skin-like sets for wearing at home are also available. Each piece is finished with graphic, vintage piping that will resonate with lifelong fans of the brand.

The **Branding** capsule with its contemporary cuts are designed in an array of on-point colors and subtle logo detailing that will cater to the 'new generation'. Discreet crocodiles and spelt-out «LACOSTE» embellish the elastic band for a signature look.

The **Essential** capsule lives up to its name. Underwire-free bra triangles and low-cut V-necks create an intimate yet feminine silhouette to wear every day. Elegant styles in black, pink and gray show a discreet tone-on-tone crocodile logo.

The **Signature** capsule is for everyone, including young adults. The crocodile logo in a mini version multiplies to form a delicate print. These comfortable pieces are designed for all-day wear.



COMFORT IS KEY

Materials, such as premium cotton, provide exceptional softness, while a touch of elastane is added for suppleness. Loungewear pieces including hoodies, jogging pants, T-shirts and pyjama sets are also part of the underwear line, to extend Lacoste's allure and comfort into the home.

The four capsules feature cotton, the brand's natural, cult fabric that can be machine washed over and over. The long-lasting underwear collection is thus the perfect choice to wear every day, whatever the season. A perfect addition to the Lacoste women's wardrobe.

A CAMPAIGN ROOTED IN REALITY

Imagery constructed with a play of light and shadow was elaborated to create a campaign shot in real-life settings, from the bathroom to the locker room. This aesthetic, illustrating the plurality of Lacoste women, echoes perfectly the brand's first line of women's underwear: a collection rooted in the everyday reality of the active woman.

From July 12, 2023.

Available online at [lacoste.fr](https://www.lacoste.fr) and through a selection of stores and retail partners.