

## LACOSTE X ELEVEN BY VENUS: GAME, SET, STYLE

Champion athlete. Entrepreneur. Gender equity advocate. Venus Williams is a trailblazing individual whose impact and influence extends well beyond the sports world. A Lacoste ambassador since 2022, on November 8th the American icon will unveil a capsule in which her EleVen By Venus Williams brand will merge with the aesthetics of Lacoste.



### AN EXCLUSIVE COLLABORATION

Lacoste continues to anchor its collections in a more lifestyle universe, where fashion and sport meet. Here, the expertise of the Crocodile brand is deployed on a women's collection for the Autumn-Winter 2023-2024 season that Venus Williams has been working on for over a year.

“At EleVen, our mission is to inspire women to feel confident and help them achieve their goals, so they can become the best versions of themselves in all areas of their life. This collaboration with Lacoste embodies that same ethos. It was an honor to work with their team to design a collection that not only reflects EleVen's commitment to empowering women, but also pays homage to the rich history and legacy of Lacoste.”  
– Venus Williams



### PIECES CRAFTED FOR THE CITY

A total of 18 pieces make up this capsule, including a nylon tracksuit and a short-sleeved striped polo shirt – Venus Williams' favorite piece. Lacoste's iconic V-neck knit, reworked here with an XXL version of the crocodile, is also here, as well as a pleated tennis skirt and a fleece sweater emblazoned with «Venus did it first» – a nod to René Lacoste's inventive side. A collector's item rounds out the capsule: a two-tone varsity jacket with elasticated ribbing. While the entire collection is predominantly feminine, a few pieces have been designed to be unisex.

«L», 1933 and the crocodile: the pieces in the collection have been embroidered with patches inspired by Ivy League logos. The capsule embodies the team spirit that Lacoste has advocated since its founding 90 years ago.

### AN URBAN SETTING

Shot in New York, the capital of American fashion, the collection comes to life among the skyscrapers. Always on the move, the city that never sleeps became the perfect backdrop, symbolizing the infinite possibilities that Venus embodies.

Lacoste x EleVen by Venus Collection  
Available in stores and on [lacoste.com](https://www.lacoste.com) from November 8th 2023.