

LACOSTE UNVEILS THREE NEW LINES OF TRACKSUITS

Lacoste is celebrating its 90th anniversary this year, which is the perfect opportunity to present three new lines of tracksuits that reflect the brand's sporting elegance.

THE TRACKSUIT, A TRUE LACOSTE ICON

It is seen as a symbol of elegance and belonging, the allure of a particular era. The Lacoste tracksuit came about on the tennis courts of Roland Garros. Worn by the players before and after matches, it was synonymous with performance. Season after season, it made its way into our wardrobes and today is worn as an everyday uniform. Versatile and always on the move, it is, more than ever, an icon that transcends cultures and generations and an emblem that has brought together communities worldwide over the years.

THREE NEW STYLES

To celebrate its 90th anniversary, Lacoste is rethinking its entire tracksuit offering. **Paris**, **Sportsuit** and **Jogger** are three styles that inspire today's generations while reviving yesterday's heritage. New products and re-editions are brought together around a common thread. These multi-faceted pieces, with meticulous detailing, echo true French sporting elegance.

The Paris – The 'tennis chic' look that appeared in the 1970s gets an injection of timeless elegance for 2023 through codes inherited from the past, such as piping details, well-fitted cuts and, of course, the brand's famous white tone. Straight pants and zipped jackets make up this mixed wardrobe to be fashioned as a modern suit.



The Sportsuit – Influenced by the flamboyance of Roland Garros in the 80s, and tennis champion Guy Forget, this style is elaborated in ultra-light, loose-fitting taffeta. In addition to on-court models for men, off-court versions for men and women are also available.

The Jogger – Thick cotton, an impeccable fit, seamless detailing: firmly rooted in its time, this tracksuit comes in a range of natural colours. Sweatshirts and pants to match and mismatch create a silhouette to wear with more structured pieces for a city look.



A FAMILY OF ICONIC AMBASSADORS

In Nice Lacoste brought together an emblematic cast that showcased, in short videos, the new Lacoste tracksuits. Novak Djokovic, Garance Marillier, Pablo Andujar, Ysaora Thibus, Sami Outalballi and Salif Gueye embody each style, in their own unique ways. With shared values of excellence, respect and camaraderie, each ambassador wears the uniform with pride.

Available on [lacoste.com](https://www.lacoste.com) and in our network of boutiques.