

LACOSTE, THE POLO OF CHOICE SINCE 1933

A must-have since 1933, the polo shirt has established itself over the years as an emblematic piece of French elegance. For the brand's 90th anniversary, Lacoste is celebrating this iconic, timeless fashion essential by presenting five special Polo editions as an embodiment of the diversity and unity of the famous crocodile emblem.



FROM THE COURTS TO THE STREETS

In 1933 René Lacoste cut the sleeves off his shirt, going against the classic uniform imposed on players at the time. This simple gesture turned out to be a real revolution that would earn him the title of inventor of this wardrobe staple: the Polo shirt.

Through this significant yet simple act, he had chosen to defy the dress codes of tennis of his time and thus free movement and offer a sportier silhouette that was more adapted to the discipline. By pushing the boundaries, René Lacoste introduced a real change that still lives on, 90 years later, both on the court and in the fashion sphere.

FIVE STYLES TO EXPRESS THE WORLD OF LACOSTE

Today, the polo shirt is seen everywhere and has become a versatile piece that can be integrated into any silhouette. At the heart of this collection, a new creative energy continues to reinvent it, anchoring it in the future and asserting it more than ever as a staple that everyone can make their own, on and off court.

Whether through its athletes such as Novak Djokovic and Daniil Medvedev or its brand ambassadors such as actor KJ Apa, Lacoste is defining an offer in 2023 that highlights its different polo categories for both brand enthusiasts and new fans. A clear segmentation composed of five polo stories: L.12.12, Paris Polo, Movement Polo, Tennis Polo and Golf Polo. Every season, Lacoste will present a new creative execution for each polo.

In line with its founder, Lacoste is reimagining its iconic creation, broadening the field of possibilities and reaffirming the notion of choice through five innovative artistic statements that will be continued season after season. Between fashion and lifestyle, performance and elegance, these variations of the polo celebrate the heritage of its inventor and once again offer the possibility of choosing one's style playground.



L.12.12 POLO – Petit Piqué

Invented by René Lacoste himself in 1933. Small, finely honeycombed cotton piqué, the Lacoste signature material.

- L for Lacoste
- 1 for petit piqué
- 2 for 2 short sleeves
- 12 for the number of prototypes realised.

PARIS POLO – Petit Piqué

The Smart Paris polo shirt, a new essential with tailoring know-how. Fitted cut, hidden button placket, tone-on-tone crocodile, Petit Piqué stretch.

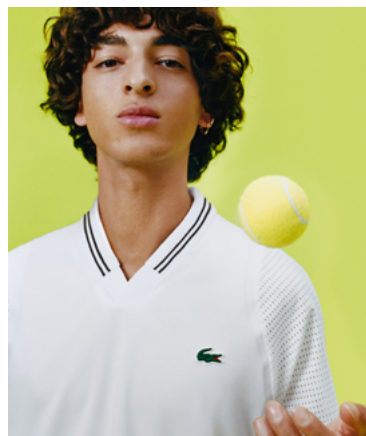


MOVEMENT POLO – Petit Piqué

The Smart Paris polo shirt, a new essential with tailoring know-how. Fitted cut, hidden button placket, tone-on-tone crocodile, Petit Piqué stretch. Ultra-lightweight and stretchy eco-responsible piqué that regulates moisture and is easy to care for.

POLO TENNIS - Sport

The perfect combination of performance and fashion. Technical and breathable material combined with ultra-fashionable design. Technical stretch jersey in recycled polyester. Bonded seams, collar and placket to reduce the risk of abrasion and offer maximum lightness. Non-relief technical print for added comfort. Ultra dry properties for optimum performance.



POLO GOLF - Sport

A bold design while respecting the codes of the discipline. The Golf Performance polo shirt is inspired by the Original L.12.12 and offers many technical qualities for a comfortable swing, whatever the weather conditions. New technical cotton inspired by the iconic Petit Piqué for more comfort. Moisture management properties for maximum performance, archive-inspired «catwalk» print, silicone crocodile.

The SS23 polo shirts will be available from 8 March in all Lacoste retail partners and on Lacoste.com

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