

NOVAK DJOKOVIC AT THE GREAT WALL OF CHINA, A LEGENDARY ENCOUNTER INITIATED BY LACOSTE

Paris, 30th September 2024 – On September 29th, Lacoste once again made history, both its own and that of fashion-sport, by organizing for the first time ever a summit during an exceptional event at Juyongguan, The Great Wall (Beijing, China).



A TRIBUTE TO NOVAK DJOKOVIC, LACOSTE'S ICONIC «CROCODILE»

Lacoste continues to push boundaries and creates the largest fashion-sport event ever organized: an unprecedented encounter between two global icons, The Great Wall, a UNESCO World Heritage site, and Novak Djokovic, the most successful player in the history of the game. Known for his unwavering mental strength and exceptional technique, Djokovic—often called the GOAT (Greatest Of All Time)—graced this historic event, embodying the spirit and core values of Lacoste, inspiring fans globally to overcome any challenge.

“For over 90 years, we have been driven by the values of innovation, creativity, and surpassing oneself, inherited from René Lacoste himself. We are extremely proud to once again break the mold with this extraordinary encounter: tennis legend Novak Djokovic and the iconic Great Wall. A powerful symbol of unity and grandeur, this site offers a unique backdrop to celebrate the fusion of heritage and innovation, perfectly illustrating the essence of our vision at Lacoste.” – Thierry Guibert, CEO of Lacoste

A SPECTACULAR EVENT, BRIDGING TRADITION AND MODERNITY

This global initiative, launched in Paris in April 2024 with the “Play Big” campaign, is a true ode to boldness, elegance, and creativity. The Great Wall, one of the Seven Wonders of the World and the only man-made structure visible from space, sets a new record by hosting this event, fully embodying the spirit of «Play Big.» As a symbol of the connection between two cultures, the Great Wall was illuminated with Lacoste's iconic colors, where a majestic tennis court was unveiled.



Lacoste ambassador -Wang Yibo, one of Asia's most influential young artists, was also present to welcome Novak Djokovic, creating a legendary encounter. A multi-talented artist, driven by his determination and philosophy of freedom through movement, Wang Yibo shares with Djokovic and Lacoste a love for sport and tennis. Together, alongside other local artists, they offered spectators a timeless, immersive experience, blending culture, aesthetics, and entertainment.