

LACOSTE X CLOT

This season, LACOSTE invites the streetwear label CLOT for a new collaboration. The collection features 16 pieces and accessories, merging tennis heritage with martial arts tradition. Available in stores and online starting September 6, 2024.



For over 20 years, Hong Kong-based brand CLOT has made its mark in urban fashion. Edison Chen, the creative force behind CLOT, collaborates with top streetwear names to create unique collections. To celebrate their universes, CLOT and LACOSTE come together for a collaboration merging sport, vintage and modernity.

CLOT and Lacoste (re)interpret their codes in a unisex collection for a versatile and urban wardrobe. On one side, tennis and golf heritage; on the other, martial arts tradition. This collaboration celebrates sport, movement, and comfort.

The collection includes 14 ready-to-wear pieces and 2 accessories, all featuring specially designed patches and prints. Highlights include the emblematic CLOT jacket in petit piqué, blending the Hong Kongese brand heritage with LACOSTE's unique savoir-faire. Whether as subtle accents or as a total look, the colors white, green, and navy, together with the Chinese porcelain inspirations, merge seamlessly with the innovative patches and prints.

LACOSTE and CLOT's collaboration celebrates creativity, bringing together the codes of both brands. The campaign was shot in the streets of Paris and at the iconic Asian arts space Pagoda Paris, in the heart of the 8th arrondissement.

The Lacoste x CLOT collection is available online and in stores starting September 6.



About Lacoste

Since the very first polo was created in 1933, Lacoste relies on its authentic sports heritage to spring optimism and elegance on the world thanks to a unique and original lifestyle for women, men and kids.

At the juncture of sport and fashion, Lacoste frees us up, creates movement in our lives, and liberates our self-expression. In every collection, in every line, Lacoste's timeless elegance is captured through a combination of the creative and the classic. Since its beginnings, the crocodile's aura has grown more powerful with every generation who has worn it, becoming a rallying sign beyond style. Passed from country to country, from one generation to the next, from one friend to another, Lacoste pieces become imbued with an emotional connection that raises them to the status of icons.

The Lacoste elegance - both universal and timeless - brings together a large community, in which everyone respects and recognizes each other's values and differences.

Lacoste is established in 98 countries, throughout a network of 1100 shops. For further information on Lacoste: <https://corporate.lacoste.com/fr/accueil/> Lacoste is one of the inspiring brands driven by passionate people of the MF Brands Group, alongside Aigle, Gant, Tecnifibre and The Kooples (<https://mf-brands.com/>)

About CLOT

First established in 2003, CLOT is a pioneering streetwear label and the brainchild of Edison Chen. Conceived from the desire to bridge East and West through thoughtfully-designed apparel and goods, the brand takes its Chinese roots to a worldwide stage, modernizing, reinterpreting, and splices motifs from traditional Chinese culture with bold graphics, exaggerated silhouettes, and a dynamic energy reflective of the new youth of Asia. CLOT has since partnered with numerous brands to create sold-out collaborations, solidifying its international presence in the process.

CLOT's vision for a borderless culture of streetwear is further manifested in JUICE, a fashion and lifestyle retailer that expresses an all-encompassing aesthetic through its curation of apparel, home goods, and more. Located in major cities around the world, JUICE can be found in Hong Kong, Shanghai, Guangzhou, Taipei, Taichung, Los Angeles, and online.