

LEMARIÉ AND LACOSTE ONCE AGAIN WEAVE THEIR EXPERTISE TOGETHER

Lacoste calls on Maison Lemarié for the third time to craft an exceptional capsule collection. This season, the artisanal expertise of Lemarié's floral craftsmanship is brought together with Lacoste's creativity to create the «Lacoste Embroidery Collection,» featuring 15 limited-edition embroidered pieces.



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Floral embroidery by Lemarié

With meticulous gestures around flowers, pleating, and embroidery, Maison Lemarié, founded in 1880, preserves a rare and precious expertise. Lacoste embraces this precision to reinterpret its iconic Crocodile — hand-embroidered entirely for this occasion. The result of this collaboration is 15 unique pieces, each limited to 30 editions. In total, over 400 pieces have passed through the hands of the most skilled artisans.

A technical imprint, Lacoste's signature

Across 12 ready-to-wear pieces and 3 accessories, the Crocodile is adorned with petal embroidery on two sweatshirts, a sweater, two shirts, two polos, a cardigan, and a cap. A down jacket and track pants combine Lacoste's dyeing techniques with Maison Lemarié's floral artistry. A skirt reveals delicate pleating, decorated with the brand's signature logo. The color palette? Timeless and classic: Lacoste's iconic green, lily white, and ebony black.

Lacoste and Maison Lemarié: two legacies meet

At the heart of this capsule lies the desire to create something truly exceptional, breathing life into each piece. Lacoste oversees the design, tailoring, and production, while Maison Lemarié lends its signature floral craftsmanship to the collection. This extraordinary collaboration brings together two distinct expertise and visions, honoring the finest traditions of artisanal craft. Each piece is carefully crafted by Lacoste and then adorned by hand with intricate floral embroidery from Maison Lemarié—15 future icons in the making.



"Lacoste Embroidery Collection," available online and in the brand's flagship stores in Paris and London, starting November 21, 2024.