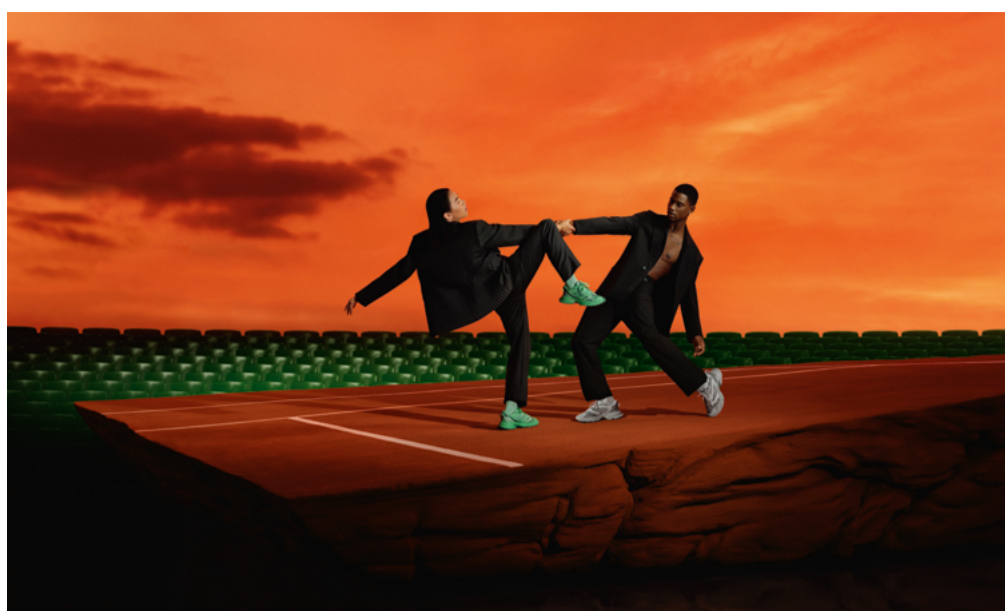


MOVE INTO THE LIGHT: INTRODUCING THE L003 NEO SHOT SNEAKER

Lacoste unites with two icons of movement - choreographer Nicolas Huchard and dancer XiaoYi Liu - to celebrate creativity, energy, and the brand new L003 Neo Shot.



Lacoste is taking the cultural pulse and creating radical new forms. Its vision lands strong with the L003 Neo Shot, a daring, innovative, and bold new model that boasts a truly elevated design to spark confidence and creativity.

The L003 franchise has played a key role in cementing Lacoste's status as the ultimate fusion of fashion, sport, and culture. The story started as a riff on a concept shoe pioneered on the runway and has grown across seasons. The L003 Neo Shot builds on this legacy, twisting running-inspired details in new boundary-breaking forms.

THE CAMPAIGN – A CREATIVE MASTERPIECE

Lacoste is proud to launch the L003 Neo Shot with a very special campaign, starring Nicolas Huchard and XiaoYi Liu. The visuals - which deploy the majesty and vitality of dance - celebrate the sneaker's relevance to movement, energy and a daring approach. They send a message of rising confidence and empowerment.



Nicolas Huchard is a trailblazing choreographer and movement director whose collaborations span the icons of contemporary music, from Lady Gaga to Madonna. He has designed for Lacoste and the L003 Neo Shot this atmospheric campaign that plays on light, shadow and fluidity. He is perfectly paired with XiaoYi Liu, a model, dancer and artist. Together, they show the sneaker in action, creating a campaign of visual poetry.



The campaign's focal point is a rotating stage, built from clay extracted from a tennis court, paying tribute to the iconic aesthetic of the game. The shoe connects people and possibilities, crisply styled and confidently worn. It brings a bold and contemporary message: in this moment where every step is a world of potential, transcends the darkness and moves into the light.

"Dance is about freedom and self-expression, and the L003 Neo Shot captures that essence with its daring design and energy. It's bold yet effortless, technical yet stylish. It strikes that perfect balance between function and fashion, making it a statement piece without trying too hard. Whether you're dressing it up or keeping it casual, it adapts to your rhythm." - Nicolas Huchard

The L003 Neo Shot, a symbol of self-confidence and empowerment

The shoe takes a bold step forward in its mix of high fashion creativity and sportswear innovation, twisting running codes in daring forms. Lacoste's crocodile is not just a signature detail but a singular ethos, standing for confident forward motion. The sneaker features a sophisticated silhouette with a breathable and lightweight sandwich mesh upper, nubuck toe cap, eye-catchingly shiny PU and synthetic overlays, and a TPU crocodile. The EVA midsole and chunky, textured rubber outsole offer enhanced grip, stability, and cushioning, while the deco lace heel loop nods to the signatures of the L003 franchise. The design is available in a powerful palette, with an emphasis on characterful color-blocking options designed to make a statement. The key colorways for Spring Summer 2025 season are blazing green, elegant iron grey and shadow black. In total, there are eight tones, including bright shades such earth pink and sail grey which demand attention and offer a contemporary mood. The L003 Neo Shot is available from Lacoste channels and selected retailers, priced at 130 euros.



Introducing the Lacoste LightClub

Lacoste will celebrate the L003 Neo Shot's arrival with a two-day event in Paris, from February 28th to March 1st – a celebration of creativity, culture and movement - inviting the public to explore the transformative power of light and immerse themselves in Lacoste's ethos of artistic energy and cultural cross-exchange. The event, titled the Lacoste LightClub, in tribute to the bright vision of the L003 Neo Shot, will take place at the iconic art institution Lafayette Anticipations, located in the Marais in Paris. Through a collection of immersive artworks and experiences, the exhibition delves into the journey of self-discovery, exploring the powerful evolution from shadow to light. A special colourway of the L003 Neo Shot will be available, exclusively and only at the event. The event will also include spaces for sneaker customisation, as well as a bookshop, creative workshops and artistic performances. Featured artists and contributors include Clara Daguin, Canyaon, Jules Gorget, Olivier Ratsi and Tundra.

More information to come.