

LACOSTE RUNWAY SHOW FW25 | AN INVITATION

Returning for the second time to the Philippe Chatrier court at the Roland-Garros stadium, Lacoste Creative Director Pelagia Kolotouros presents a new take on contemporary French elegance, transcending the brand's tennis heritage to focus on founder René Lacoste's life off the court, as an entrepreneur, innovator and socialite.



Transforming the iconic Roland-Garros clay court into an intimate gathering place, the Fall-Winter 2025 collection and scenography evoke "The Crocodile's" cultured, elegant lifestyle as he moved from tennis champion to urban sophisticate. Clean, graphic, contemporary silhouettes segue effortlessly from sports inspirations into a social whirl inspired by René Lacoste's life in the Thirties, when he mingled with fellow athletes, actors, titans of industry and the fashion greats of the day. Now, as then, all those who help shape today's culture are invited to take a seat at the table.

Though the Lacoste's rich legacy serves as the foundation, raw energy gives rise to refinement as iconic pieces offer a fresh mix of tailoring and flou, structure and fluidity, utilitarian and chic, technicity and refinement.

Sensuality, daring proportions, and recent heritage remixed with a 90s vibe are the baseline for an elegant yet dynamic wardrobe of bias-cut tops, pleated skirts, felted double breast blazers in vibrant pink mélange and scarf dresses that mingle effortlessly with slouchy tech pants and oversized puffers.



Shapes and textures favor versatility and easy sophistication. Performance fabrics keep company with noble materials and selected tennis-inspired embellishments for evening, like bouclé tweed, lustrous knits and intricate embroideries by the Safrane ateliers. Key looks include sensual A-line silhouettes and refined double-faced knits paired with artfully pleated dresses and skirts for her, or fluid, wide-leg trousers with contrasting color accents for him. Elevated outerwear, including luxurious wool coats, A-line tech trench coats with wool membrane fabric, and modernized tracksuits make a statement of sophistication and comfort. The iconic Lacoste polo is reinvented, tweaked and elongated into a dresses, or revisited in structured knitwear and hybrid pieces designed for layering. Richly textured wools and soft cashmeres combine with performance materials like reflective technical nylon, emphasizing comfort and sport. This season's pieces are punctuated with reinterpretations of René's name as a logo. Embroidered jeweled patches are inspired by tournament medallions from the founder's personal archives, featuring a tennis racquet, the Davis Cup, and René Lacoste's name. The Lenglen bag also returns this season, in new interpretations and sizes inspired by the movement of a pleated tennis skirt.

The fall-winter color palette is inspired by the brand's iconic colors, blending timeless neutrals with stronger, more saturated hues. Tonal looks in white, creme, black-green, and warm camel create a feeling of timelessness, enlivened by vibrant pink.

Setting a new standard for modern lifestyles, the Fall-Winter 2025 collection plays it straight down the line where sport meets culture and heritage embraces the future.

