

LACOSTE OPENS NEW FLAGSHIP ON NEW YORK'S ICONIC 5TH AVENUE



On April 10, 2025, Lacoste opens its new flagship on New York's iconic 5th Avenue. A pioneer of fashion-sport, Lacoste sees strong growth potential in the United States. This flagship, spanning over 10,000 square feet, reflects the brand's ambition to further raise the profile of the Lacoste Maison in the country, while celebrating its historic presence and the close lasting ties that connect it to the United States.

The space offers visitors a unique immersion into the elegant world of the Crocodile, showcasing the full breadth of its collections while celebrating the brand's rich heritage.



An immersion into Lacoste's iconic universe

This new flagship is a showcase of Lacoste's savoir-faire in the United States. In a boldly designed space that plays with the brand's iconic fashion and sport codes, visitors can discover the full range of Lacoste collections.

On the ground floor, visitors will find the Spring-Summer 2025 runway collection, the womenswear line, and an exclusive capsule available only at this flagship.

Upstairs, the brand's other collections are showcased around a deconstructed tennis court stretching from floor to ceiling - the scenography's centerpiece - offering visitors a unique immersion into the Lacoste universe.

Footwear takes pride of place with a central display. A dedicated mural highlights the underwear collection. The polo shirt - an iconic piece invented by René Lacoste - is celebrated with a Polo Wall and display tables showcasing the full range of colors, materials, and cuts.

A Sport Performance area also features all ambassador capsules, including those of Novak Djokovic and Daniil Medvedev.

"We are proud to open this flagship in New York. Lacoste has strong potential in the United States, and we're pleased to offer new customers the opportunity to discover the brand and experience our savoir-faire in a setting as iconic as the brand itself.

Our ambition in the U.S. market is high — we aim to double our business there. The opening of this flagship is part of our ongoing commitment to expanding our presence in the country and gives us the opportunity to showcase our full collections on one of the most prestigious avenues in the U.S. and the world." Thierry Guibert, CEO of Lacoste

The Lenglen bag, a celebration of Lacoste brand codes

In March 2024, Lacoste set up its catwalk on the clay court of Roland-Garros, where the crocodile brand unveiled a collection uniting sports and elegance. For the occasion, Creative Director Pelagia Kolotouros designed a bag that took up a clear symbol of the brand: pleats. A leather bag that proudly bears the name of the figure who revolutionized the women's tennis wardrobe, Suzanne Lenglen, also known as "La Divine."



An elegant stage for the Maison's collections

The elegant, minimalist design of the flagship has been conceived to offer an optimal presentation of the collections while creating a warm and welcoming experience for visitors. The interplay of textures and materials - combining concrete, metal, and wood - echoes Lacoste's DNA, rooted in both heritage and modernity. The wooden elements, for example, are crafted to evoke the iconic pleats of a tennis skirt or reference a racket, while the metal accents highlight the brand's technical edge.

Special attention was also given to light: the flagship's expansive windows let in the city's natural brightness, allowing the colors of the pieces to shine and reflecting the vibrant, sunlit spirit that defines Lacoste.

Lacoste and the United States

This flagship also offers a window into René Lacoste's history in the United States - an essential chapter in both his career as a player and as an entrepreneur. The U.S. was the stage for many of his greatest victories: he won several major titles there and triumphed alongside the "Musketeers" during the 1927 Davis Cup in Philadelphia. It was also after a match in Boston in 1923 that he was nicknamed "The Crocodile," a tribute to his tenacity and unique style on the court.

The design of the New York flagship was conceived to celebrate and highlight this rich heritage - both aesthetic, with giant crocodile sculptures over seven meters long, and technical, through the inventive legacy of René Lacoste. Ninety historic rackets he designed and patented are displayed, echoing more than 90 years of innovation and savoir-faire from the Maison.

The store's façade—an impressive green mirrored cube - reflects the vibrant pulse of the city in Lacoste's colors. It captures the brand's impact in the United States, while embodying the American spirit that has seamlessly become part of Lacoste's DNA.



The flagship, located at 575 Fifth Avenue in New York City, is open daily from 10 AM to 8 PM.