



LACOSTE ANNOUNCES THE APPOINTMENT OF ÉRIC VALLAT AS CEO

Paris, June 27, 2025 – Lacoste announces the appointment of Éric Vallat as CEO of Lacoste, starting September 1.



Éric Vallat will succeed Thierry Guibert, who has served as CEO of Lacoste since 2015 and will continue in his role as CEO of MF Brands Group and of the Maus Frères Group.

Thierry Guibert, CEO of MF Brands Group, stated: *"I've had the privilege of leading Lacoste for over a decade, surrounded by remarkable teams, and of supporting the profound transformation that has taken the brand into an entirely new dimension I have now chosen to refocus my role on leading the Group. I'm very pleased to entrust the reins of Lacoste to Éric Vallat, a bold leader with a recognised track record. His sharp expertise and proven experience will be major assets in continuing to unlock the brand's full potential. I'm confident that Éric Vallat will build on the momentum we've created, with the same high standards and collective spirit, and guide Lacoste into a new chapter of growth, true to its identity while continuing to move confidently forward. As CEO of MF Brands Group, I will of course remain by his side to support him through this new phase."*

A graduate of HEC Paris, Éric Vallat brings over 30 years of solid experience within global groups, gained in demanding environments across fashion, luxury, and spirits. He has held various leadership roles within LVMH Group, at Louis Vuitton in Europe and Christian Dior Couture in Japan, among others. He went on to lead the houses of Bonpoint and J.M. Weston, served as CEO of Rémy Martin, and later oversaw the entire Fashion & Accessories Division of the Richemont Group. Most recently, he served as CEO of the Rémy Cointreau Group.



About:

Since the very first polo was created in 1933, **Lacoste** relies on its authentic sports heritage to bring optimism, confidence and elegance on the world. At the crossroads of fashion and sport, Lacoste frees us up and creates movement in our lives, cultivating a French lifestyle infused with effortless elegance. In every collection and every experience, Lacoste blends timelessness with creativity. Since its beginnings, the aura of the Crocodile 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, and from friend to friend, Lacoste pieces become imbued with an emotional connection that elevates them to the status of icons. Lacoste elegance, both universal and timeless, brings together a wide-reaching community where everyone's values and differences are acknowledged and respected. More about [Lacoste](#).

MF Brands Group is an independent privately-owned Swiss Group. Our inspiring lifestyle brands include Aigle, Gant, Lacoste and Tecnifibre. The Group is present in nearly 100 countries, with more than 2,400 stores. 12,000 passionate people drive MF Brands Group every day. What all our brands have in common is a forward-looking vision, a real ability to adapt and the courage to transcend boundaries. As a family business, MF Brands provides long-term support for its brands to reach their full potential and reinvent themselves.

Our shared values and commitments create a team spirit that enables us to nurture fertile synergies and challenge the status quo. More about MF Brands.

communs forgent un esprit d'équipe, source de synergies fertiles pour relever les défis de demain.

En savoir plus sur [MF Brands Group](#).

Contact

Rhizlène Mimoun – RMIMOUN@LACOSTE.COM - +33 (0) 6 26 74 52 25