

LACOSTE CELEBRATES THE HERITAGE OF THE OLYMPIC GAMES SEOUL 1988 WITH A RETRO-CONTEMPORARY CAPSULE COLLECTION

Paris, September 2nd 2025 – Lacoste, official licensee of the International Olympic Committee, is bringing new life to one of the emblematic editions of the Olympic Games Seoul 1988 in unveiling its brand-new “Olympic Heritage Seoul 1988” collection. This sophisticated collection is a modern celebration of the Olympic heritage of this historic event.



Taking its inspiration from the South Korean outfits from the 80's and those worn during the Olympic Games Seoul 1988, the collection elegantly combines the retro and contemporary feel through this expressive and timeless unisex collection.

At the heart of this capsule collection is a satin nylon bomber jacket which pays tribute to the iconic silhouettes which were visible in the stands during the Olympic Games Seoul 1988. Inspired by a jacket from the time, it is a modern-day reinterpretation of the relaxed attitude and spontaneous elegance of the South Korean people in the 80's.

Its carefully worked design, which is both technical and stylistic, is a perfect reflection of the refined spirit of the capsule collection. On the back there are two stand-out images which perfectly showcase the model and form a dialogue with the post-1988 generation, so sensitive to the vintage look and in constant search of distinctive and symbolic articles. This bomber jacket embodies a contemporary vision of the heritage and is a flagship article at the crossroads between sport, culture and style.

Another stand-out article comes in the form of the brand's iconic Lacoste polo shirt, which has been revisited with a 100% GOTS cotton trim, with a discreet and subtle image on the chest, designed to appeal to lovers of sportswear and lifestyle alike.



The collection is rounded off by an oversize cardigan in recycled cotton, which is a hat-tip to the tennis world and the minimalistic South Korean elegance, as well as the relaxed cargo shorts, offering a trendy and edgy style.



By reinterpreting the visual symbols of the Olympic Games Seoul 1988, Lacoste is celebrating the emotions of sport, the power of design and Olympic heritage with a multi-generational collection.



This capsule collection is available from 2nd September online at [Lacoste.com](https://lacoste.com) and in the Lacoste flagship stores in France, Italy, the Republic of Korea, the UK, Switzerland, Germany, Spain and throughout our network of retail partners.

About Lacoste

Since the creation of its very first polo shirt back in 1933, Lacoste has relied on its authentic sporting heritage to bring a wave of optimism and elegance to the world thanks to its unique and original style for women, men and children. At the crossroads between sport and fashion, Lacoste offers us freedom, brings movement to our lives and releases our self-expression. In each collection and through each range, the timeless elegance of Lacoste is perfectly captured by a combination of creativity and classic design.

Since it was first founded, the crocodile emblem has taken on increased meaning with each generation, becoming a symbol worth much more than just style. Passing from country to country, generation to generation, and between friends, Lacoste articles harbour emotional ties granting them iconic status. Lacoste elegance – both universal and timeless – brings together a community, in which each individual respects and recognises the values and differences of each other. Lacoste is present in close to 100 countries, through a network of 1,100 retail stores. To find out more about Lacoste visit: <https://corporate.lacoste.com/fr/accueil/>

Lacoste is one of the most inspirational brands, led by the passionate teams from MF Brands Group, alongside Aigle, Gant and Technifibre (<https://mf-brands.com/fr>)

In addition to the licence programmes which are launched for each edition of the Olympic Games, managed by local organising committees in the framework of the Olympic Agenda 2020, the IOC has also developed a global licence programme to bolster and promote the Olympic brand, not only during the Olympic Games, but also between editions of the Olympic Games. The primary licence programmes operated by the IOC include: “The Olympic Collection” – which is aimed at young, working people through branded products such as clothing, games and toys, bags, stationery and sports equipment; “The Olympic Heritage Collection” – which celebrates the art and design of previous editions of the Olympic Games with luxury articles and limited editions for collectors and lovers of the Olympic Games who want to relive the Olympic tradition and their memories of previous editions of the Olympic Games; “The Olympic and Paralympic Games Collections” – which, through a wide range of accessories, souvenirs, equipment and clothing aimed at fans, celebrate the future editions of the Olympic Games, such as Milano Cortina 2026 and LA28. Thanks to the sale of official merchandise, collectors' items and souvenirs, the Olympic licence programmes offer lovers of sport a tangible link to the Olympic Games and Olympic values. All of the Olympic derivative products are available for sale at the Olympic Shop (shop.olympics.com).



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