

LACOSTE PAYS TRIBUTE TO THE ALPINE MOUNTAIN STYLE WITH THE "OLYMPIC HERITAGE CORTINA D'AMPEZZO 1956" COLLECTION

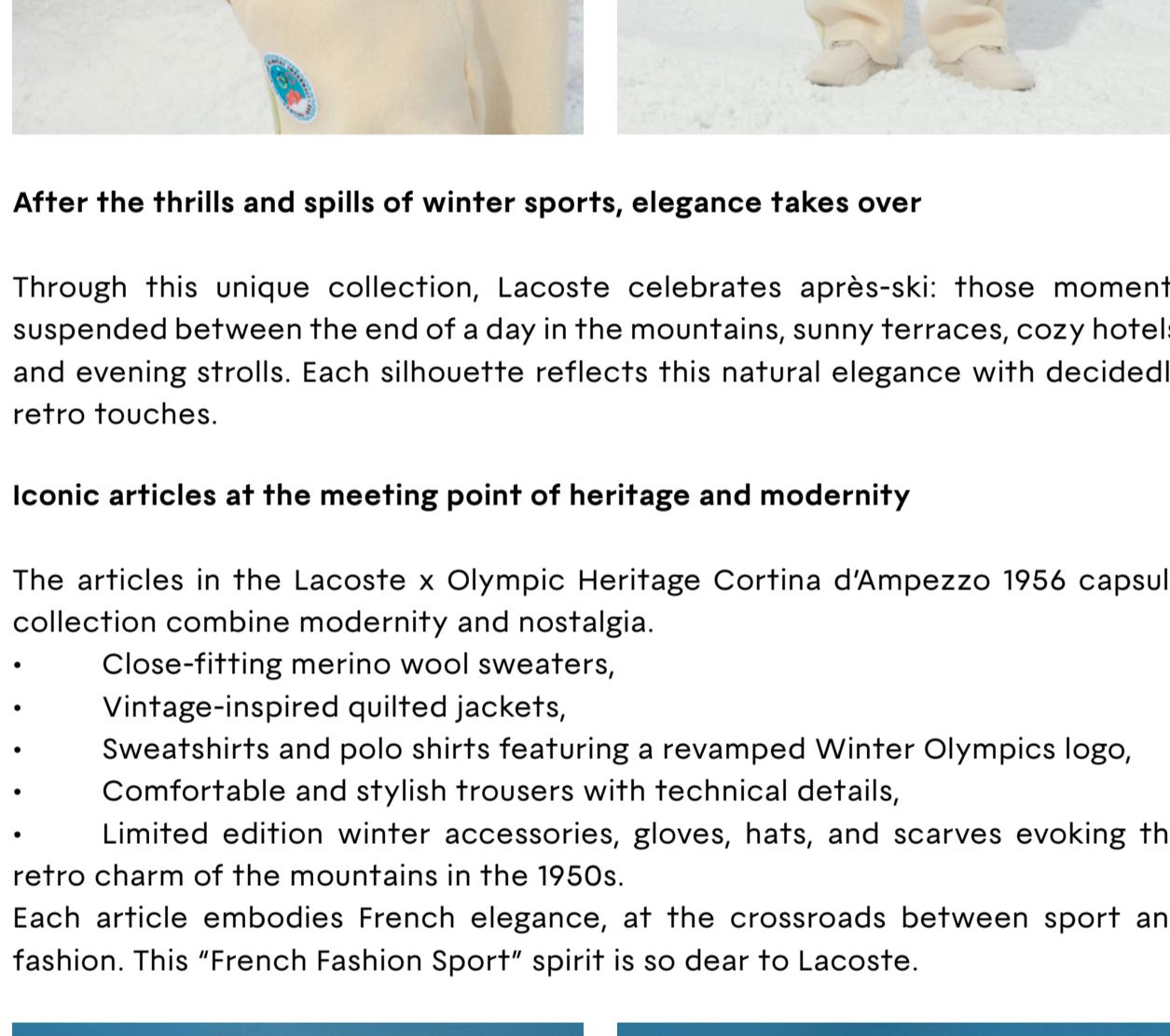


Seventy years after the Olympic Winter Games Cortina d'Ampezzo 1956. Lacoste - the official licensee of the International Olympic Committee - is unveiling an exclusive capsule collection that combines sport and elegance for a decidedly refined approach to winter wear.

Tribute to the Olympic spirit and Alpine refinement

Firmly rooted in the après-ski spirit and refined atmosphere of Italian ski resorts, the Olympic Heritage Cortina d'Ampezzo 1956 collection embodies a dialogue between performance, heritage, and sophistication. Inspired by the Brand's archives of sport and French craftsmanship, it reinterprets the codes of winter wear through pieces with elegant lines, comfortable thanks to premium materials and meticulous details borrowed from the aesthetics of the 1950s.

The iconic winter blue of the original logo for the 1956 Winter Olympics in Cortina d'Ampezzo is reintroduced as the core theme for this capsule collection, adding a touch of retro chic to a resolutely contemporary collection.



After the thrills and spills of winter sports, elegance takes over

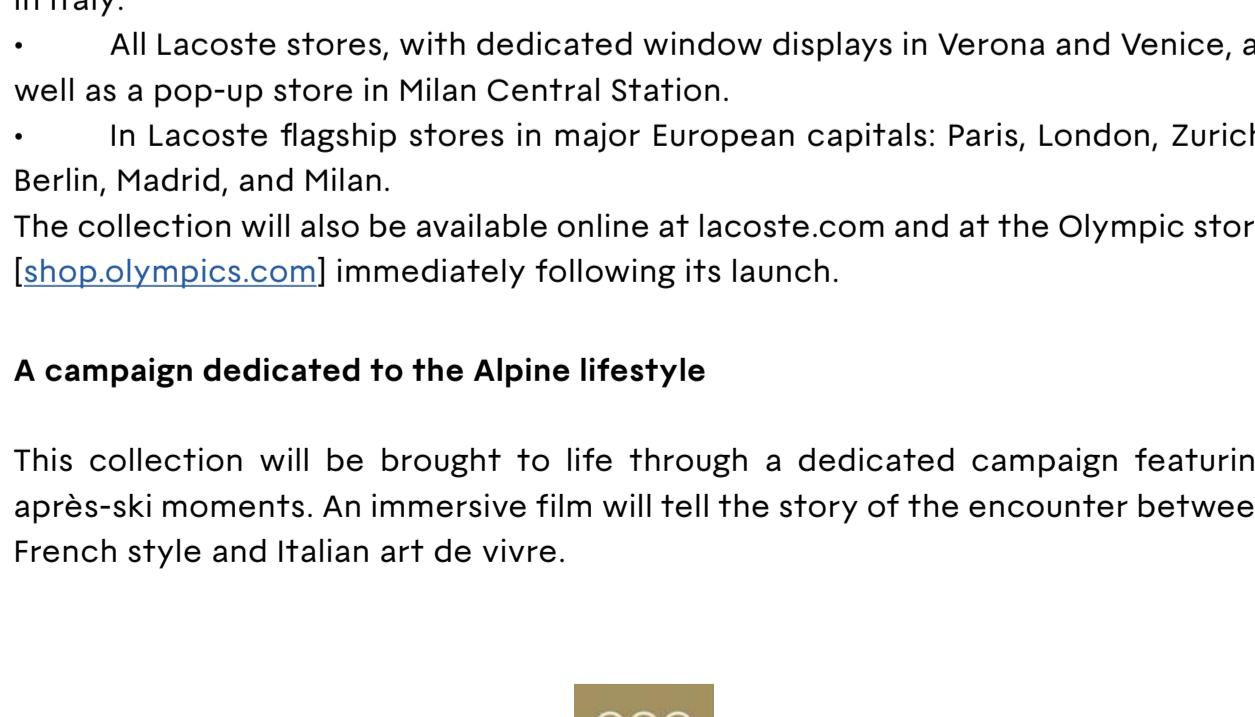
Through this unique collection, Lacoste celebrates après-ski: those moments suspended between the end of a day in the mountains, sunny terraces, cozy hotels, and evening strolls. Each silhouette reflects this natural elegance with decidedly retro touches.

Iconic articles at the meeting point of heritage and modernity

The articles in the Lacoste x Olympic Heritage Cortina d'Ampezzo 1956 capsule collection combine modernity and nostalgia.

- Close-fitting merino wool sweaters,
- Vintage-inspired quilted jackets,
- Sweatshirts and polo shirts featuring a revamped Winter Olympics logo,
- Comfortable and stylish trousers with technical details,
- Limited edition winter accessories, gloves, hats, and scarves evoking the retro charm of the mountains in the 1950s.

Each article embodies French elegance, at the crossroads between sport and fashion. This "French Fashion Sport" spirit is so dear to Lacoste.



Global elegance

The collection will be available from 15 December 2025, in selected boutiques and flagship stores across Europe.

In Italy:

- All Lacoste stores, with dedicated window displays in Verona and Venice, as well as a pop-up store in Milan Central Station.
- In Lacoste flagship stores in major European capitals: Paris, London, Zurich, Berlin, Madrid, and Milan.

The collection will also be available online at lacoste.com and at the Olympic store shop.olympics.com immediately following its launch.

A campaign dedicated to the Alpine lifestyle

This collection will be brought to life through a dedicated campaign featuring après-ski moments. An immersive film will tell the story of the encounter between French style and Italian art de vivre.

