

# Café LACOSTE



## LACOSTE INAUGURATES ITS FIRST CAFÉ IN PARIS

A NEW EXPRESSION OF ITS ART DE VIVRE, AT THE CROSSROADS OF STYLE, SPORT AND HOSPITALITY

Following the success of its pop-up in Monaco, Lacoste is opening its first Café Lacoste in the heart of Paris, from February 5, 2026, on the prestigious Avenue Franklin D. Roosevelt. For this Parisian inauguration, the brand has partnered with the Giraudi Group, founded by Riccardo Giraudi, which has been developing iconic restaurant concepts around the world for over twenty years. This partnership brings together two areas of expertise that naturally resonate with one another: the precision of French style and elegance, and internationally recognised contemporary gastronomic excellence. Located just steps away from the brand's Paris flagship store, Café Lacoste is conceived as a natural extension of the Crocodile's iconic universe, a place designed as a true living space, fully aligned with the Lacoste spirit.



### THE LACOSTE ART DE VIVRE, EXTENDED INTO THE WORLD OF HOSPITALITY

With the opening of its first Café, Lacoste further expresses its art de vivre through a hospitality experience that remains true to its identity. From Paris to New York, from the Shangri-La Paris to The Plaza Hotel, and through Le Club Lacoste, a series of ephemeral concepts developed within iconic venues, the Maison has gradually explored these territories as natural spaces for the expression of its codes. Café Lacoste now translates this universe into a gourmet proposition, conceived as a coherent and contemporary extension of the brand. An all-day offer designed to match new urban rhythms, combining dine-in, takeaway and soon delivery. Spanning 100 square metres and offering 65 seats, the space revisits the Crocodile's iconic codes : deep green, off-white tones, touches of terracotta, noble materials and tennis-inspired lines come together to create an atmosphere that is both warm and elegant.



### A GOURMET EXPERIENCE ROOTED IN PRECISION AND CREATIVITY

Under the direction of Thierry Paludetto, chef of the Giraudi Group, the menu revisits classic favourites with accuracy and flair: club sandwiches, fresh salads, seasonal dishes and signature desserts. Among them, the Iconic Polo stands out, designed as true iconic objects to share, photograph or take away. The drinks menu highlights specialty coffees, artisan-roasted, creative lattes (pistachio, vanilla, chai), as well as a signature beverage, L'Eau de Croco (coconut water, matcha and ginger). Café Lacoste also extends into a concept store, featuring a curated selection of exclusive products for those wishing to prolong the experience beyond the venue: a refined offering combining fine food items, French porcelain tableware stamped with the Lacoste name, and a dedicated textile collection.

« With Café Lacoste, we naturally extend our universe into a shared living space. True to our sporting and cultural heritage, this opening expresses the Lacoste art de vivre through elegant and contemporary experiences that are part of everyday life, in the heart of Paris, and that will naturally find their place in other locations »

**ERIC VALLAT, CEO OF LACOSTE**

«This partnership brings together the exacting standards of our gastronomic savoir-faire and the timeless allure of the Crocodile, a space where pleasure and design meet. »

**RICCARDO GIRAUDI, CEO OF THE GIRAUDI GROUP**

### ABOUT LACOSTE

Since the very first polo was created in 1933, Lacoste relies on its authentic sports heritage to spring 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.

### ABOUT RICCARDO GIRAUDI

Riccardo Giraudi is a passionate and visionary entrepreneur, renowned for his expertise in the fields of gastronomy and luxury hospitality. Since its inception, the group has distinguished itself through its innovative approach and relentless pursuit of excellence. Drawing on his many years of industry experience, Riccardo Giraudi has established himself as a leader in the art of gastronomy. He has developed a series of culinary concepts that blend tradition with modernity, with a particular focus on product quality, aesthetic design, and the overall guest experience. Riccardo's ambition is to provide unforgettable moments where conviviality and elegance meet over flavorful and refined dishes.

### PRACTICAL INFORMATION

Café LACOSTE

16 avenue Franklin Delano Roosevelt - 75008 Paris  
Opening : February 2026

Open Monday to Saturday, from 7:30am to 7:00pm  
No reservations, dine-in and takeaway

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### PRESS CONTACTS

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