

LACOSTE UNVEILS ITS NEW GLOBAL BRAND CAMPAIGN

Paris, 04/27/2026 - With its new brand campaign, Lacoste reaffirms what defines its identity: a style born from tennis, carried by a free, effortless French elegance in motion.



The campaign marks the return of "Life is a Beautiful Sport," the Maison's signature. A way of approaching sport beyond performance: as an attitude, a gesture, a way of playing and of living. It continues the historic bond that unites Lacoste with tennis, powerfully embodied by Novak Djokovic, House Ambassador and a defining figure in the history of the sport.

A FILM: A RUN THROUGH PARIS



A young woman appears, a tennis ball in hand.

A continuous run begins.

A fluid and unpredictable passage through the city, where settings unfold one after another, from gardens to side streets, from the Opéra to golf courses.

Carried by the notes of the track Paris Latino, the film moves forward with lightness.

At each interaction, one word returns: "Pardon."

A way of moving forward with confidence, elegance, and a touch of playfulness.

As the sequence unfolds, Lacoste's iconic pieces, such as the polo shirt and the pleated skirt, naturally integrate into the narrative, extending the gesture with elegance.

The run reaches its culmination on Court Philippe-Chatrier, the central court of Roland-Garros, an inseparable setting in Lacoste's history.

The reveal: it was all one continuous gesture, returning the ball into play.

The young woman is a ball girl.

Facing her is Novak Djokovic, House Ambassador, whose discipline and intelligence of play have shaped an extraordinary trajectory and redefined the standards of the sport, the GOAT.

A brief exchange.

Then, an almost imperceptible shift: his eyes turn away from the match and settle on her.



A CINEMATIC LANGUAGE

Directed by Fredrik Bond, a director recognised for his iconic campaigns and his sensitive storytelling, the film privileges narrative, carried by rhythm and glances.

Without dialogue, it relies on rhythm, bodies and expressions.

A luminous aesthetic, between realism and stylisation.

A PRINT CAMPAIGN



Echoing the film, the print campaign extends this approach.

In familiar, everyday settings, a tennis ball appears.

It does not trigger the gesture.

It reveals it.

Bodies stretch, lose balance, recover, in postures at the crossroads of tennis and fashion.

Shot by Angelo Pennetta, a photographer recognised for his luminous and optimistic perspective on fashion, the series highlights Lacoste's iconic pieces, polo shirt, pleated skirt, Lenglen bag, tracksuit, in a natural and contemporary aesthetic.

A GLOBAL ROLLOUT

Developed with BETC, the campaign also features Wang Yibo, House Ambassador, photographed in a Parisian setting with the Eiffel Tower in the background, whose presence naturally embodies this vision of a gesture that is both mastered and spontaneous.

Launching on April 27, the campaign will roll out globally through a 360° ecosystem across film, print, digital and social media.

An enhanced presence at Roland-Garros will extend its expression, reaffirming the close bond between Lacoste and the tournament, historic partners for 55 years.

A SIGNATURE

Lacoste affirms a conviction: Sport goes beyond performance.

It is an attitude, an energy, a way of being.

LIFE IS A BEAUTIFUL SPORT

Eric Vallat quote "Lacoste was born from tennis, to which it remains intrinsically linked. Tennis inspires a style, an attitude, a way of moving that transcends time and generations. With 'Life is a Beautiful Sport,' we reaffirm this vision: that of a sport which, like Lacoste, is expressed through gesture and attitude, and which extends beyond the court to become part of life, with fluidity and elegance."