

PIERRE GASLY JOINS LACOSTE AS AMBASSADOR



Paris, 04/03/2026. A French talent recognised on the international stage, Pierre Gasly joins Lacoste as an ambassador. Passionate about tennis and golf and naturally drawn to the spaces where sport, style and culture meet, he will notably embody one of the Maison's most iconic pieces, the polo.

Born in Rouen in 1996, Pierre Gasly discovered karting at the age of six before rapidly climbing the ranks of motorsport. He made his Formula 1 debut in 2017 and progressively established himself as one of the leading figures of French motorsport. In 2019, he became the youngest French driver to reach a Formula 1 podium at the Brazilian Grand Prix. The following year, he won the Italian Grand Prix in Monza, securing the first French victory in the discipline since 1996.

Beyond his performances on track, Pierre Gasly stands out for a personality open to other fields of expression. Attentive to both style and performance, he reflects a generation of athletes for whom sport naturally engages with culture and style, a mindset that resonates with Lacoste's DNA.

In this context, Pierre Gasly will notably be the face of the Lacoste polo. Invented by René Lacoste to offer tennis players greater freedom of movement and renewed elegance on the court, this now emblematic garment has crossed the decades to establish itself as a key piece of the contemporary wardrobe. At the crossroads of sport and style, it embodies the spirit of sporting elegance that has defined Lacoste since its origins.

With Pierre Gasly, Lacoste continues its historic dialogue with sport while further affirming its international reach alongside a French personality whose journey and natural elegance echo the values of the Maison. This collaboration marks the beginning of a relationship set to unfold through several projects in the months ahead.

"Pierre Gasly perfectly embodies the spirit of performance and tenacity that has driven Lacoste since its creation. His international career, his high standards and his affinity with disciplines such as tennis and golf strongly resonate with our universe. We are delighted to welcome him among the Maison's ambassadors and to open a new chapter with him." said Eric Vallat, CEO of Lacoste.

"Lacoste is an iconic French Maison that has transformed its sporting heritage into a very contemporary vision of style. The polo may be its strongest expression: a piece born on the tennis court that has become a symbol of effortless elegance. I am very happy to be one of its faces today and look forward to bringing this relationship to life through further initiatives in the months ahead." said Pierre Gasly.