

# LACOSTE OPENS A FLAGSHIP STORE IN HONG KONG AT THE ICONIC PEDDER BUILDING

Hong Kong, 26<sup>th</sup> May 2026 – Lacoste announces the opening of its flagship store in Hong Kong, located in the heart of Central within the Grade I historic building Pedder Building. Marking a key milestone for the brand in the region, this new address reflects Lacoste's deep respect for heritage, design innovation, local culture and product excellence.



## A Landmark Location Rooted in Heritage

Situated on one of Hong Kong Island's most prestigious avenues, the Pedder Building stands as a historic landmark whose architectural legacy resonates with Lacoste's own history since 1933. This location reflects the brand's commitment to Hong Kong and its cultural dynamism.

## Architecture Reimagined Through Contemporary Design

The store's design pays tribute to the building's original architect through a contemporary reinterpretation of its iconic arches. These architectural lines are reimagined as defining spatial elements, shaping a sequence of distinct yet connected environments across Womenswear, Menswear, Sport and the Iconic Polo. The result is a fluid, immersive experience where each space unfolds with clarity and intention.



## An Artistic Dialogue Across Cultures

Lacoste continues its culture-led approach by collaborating with artists whose work creates a dialogue between international perspectives and local expression. Hong Kong-based artist Alvin c.k. Lam brings the store's interior to life with a bespoke painting inspired by the Pedder Building façade and the vibrant spirit of Hong Kong, while Belgian artist Mathilde Wittcock of MWO Design reinterprets in-store furniture using upcycled tennis balls, echoing Lacoste's tennis heritage.

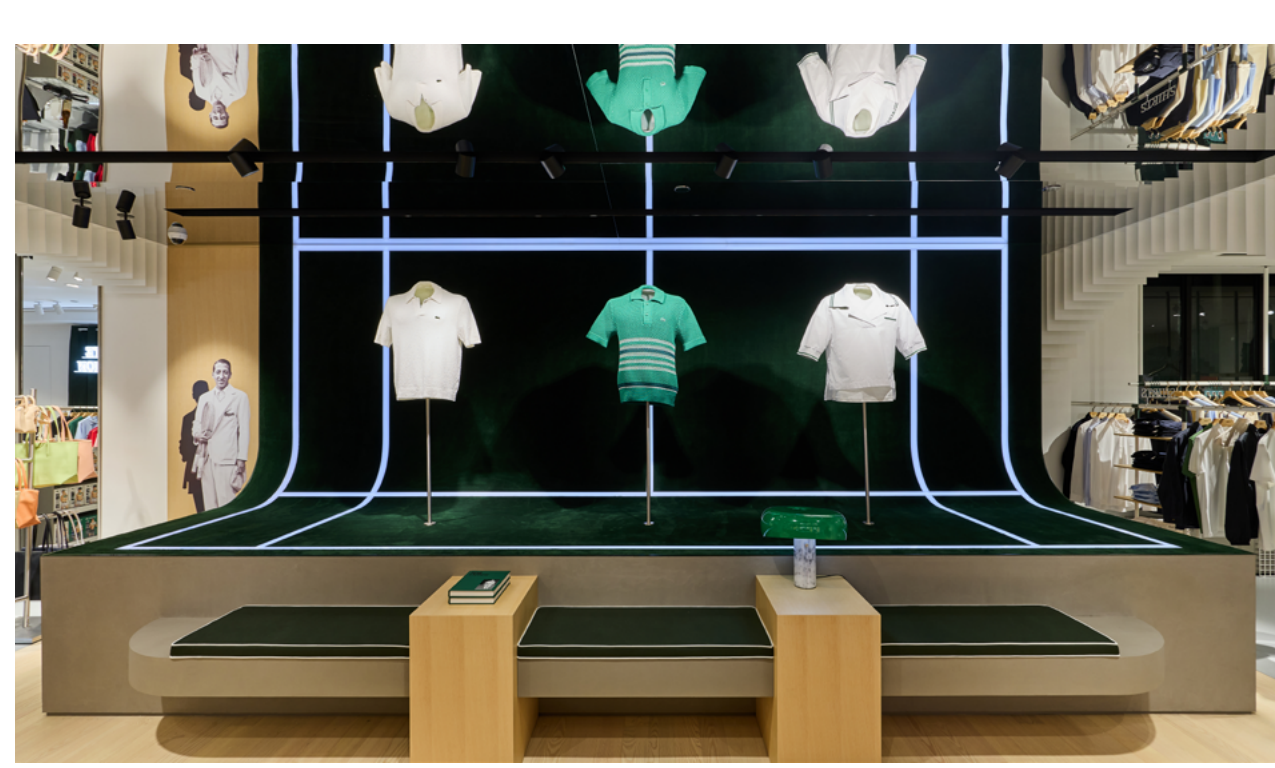
## A Hong Kong Experience, Thought Through in Every Detail

The store places Hong Kong at its core. A striking neon installation, inspired by the city's visual language, anchors the space, while a series of exclusive patches drawing from local codes and the Pedder Building itself reinforce a strong sense of place and collectability.



## A Dedicated Capsule and Runway Presence

To mark the opening, Lacoste unveils a limited-edition Hong Kong capsule, featuring a graphic interpretation of the city skyline overlooking the Pedder Building and Victoria Harbour, complemented by a series of locally inspired patches for customization that celebrate the city's unique cultural identity. The SS26 runway collection will also be available in-store.



With this Hong Kong flagship, Lacoste reaffirms its commitment to creating meaningful brand experiences that connect heritage, creativity and culture. More than a store, the Pedder Building address embodies a living expression of Lacoste's values, where French elegance meets Hong Kong's dynamic spirit.



"With this new flagship, we wanted to express Lacoste's identity in a way that resonates with Hong Kong's cultural vitality. While Lacoste was born from tennis, it has always been about more than sport. This store reflects a way of living shaped by movement, elegance and freedom." said **Éric Vallat**, CEO of Lacoste.

Opening in May 2026, it offers a new way to experience Lacoste in Hong Kong, shaped by the city's cultural context and the brand's enduring connection to movement, style and sport.

## 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.