

## LACOSTE REINVENTS ITS ICONIC LOGO TO CELEBRATE NOVAK DJOKOVIC, THE GOAT



London, June 25, 2026 - Following the success of the first edition launched in New York in 2025, Lacoste is celebrating its ambassador Novak Djokovic, the most successful player in tennis history, for a second consecutive year by reimagining its iconic crocodile as a goat - GOAT standing for Greatest Of All Time - through a new exclusive capsule collection featuring several new pieces.

Through this symbolic transformation of its logo, Lacoste pays tribute to an exceptional athlete who has shone on the courts of the world's greatest tournaments for nearly two decades. With 101 ATP titles to his name, including 24 Grand Slam titles and 40 Masters 1000 crowns, Novak Djokovic has redefined what is possible and left an enduring mark on the history of tennis.

The GOAT collection features eleven iconic pieces - polo shirts, T-shirts, a tracksuit jacket, trousers, a sweater, a cap, wristbands and socks - each proudly displaying the exclusive GOAT logo. Developed as a limited-edition capsule, the collection will be available in a wide selection of countries around the world.



At the heart of this new edition is an iconic Lacoste polo featuring a gold GOAT logo. A true collector's piece, this version will be available in just 100 units, exclusively at Lacoste's Regent Street flagship in London. The polo is also available in Lacoste's signature green, a nod to the brand's heritage, and will be offered more broadly worldwide.



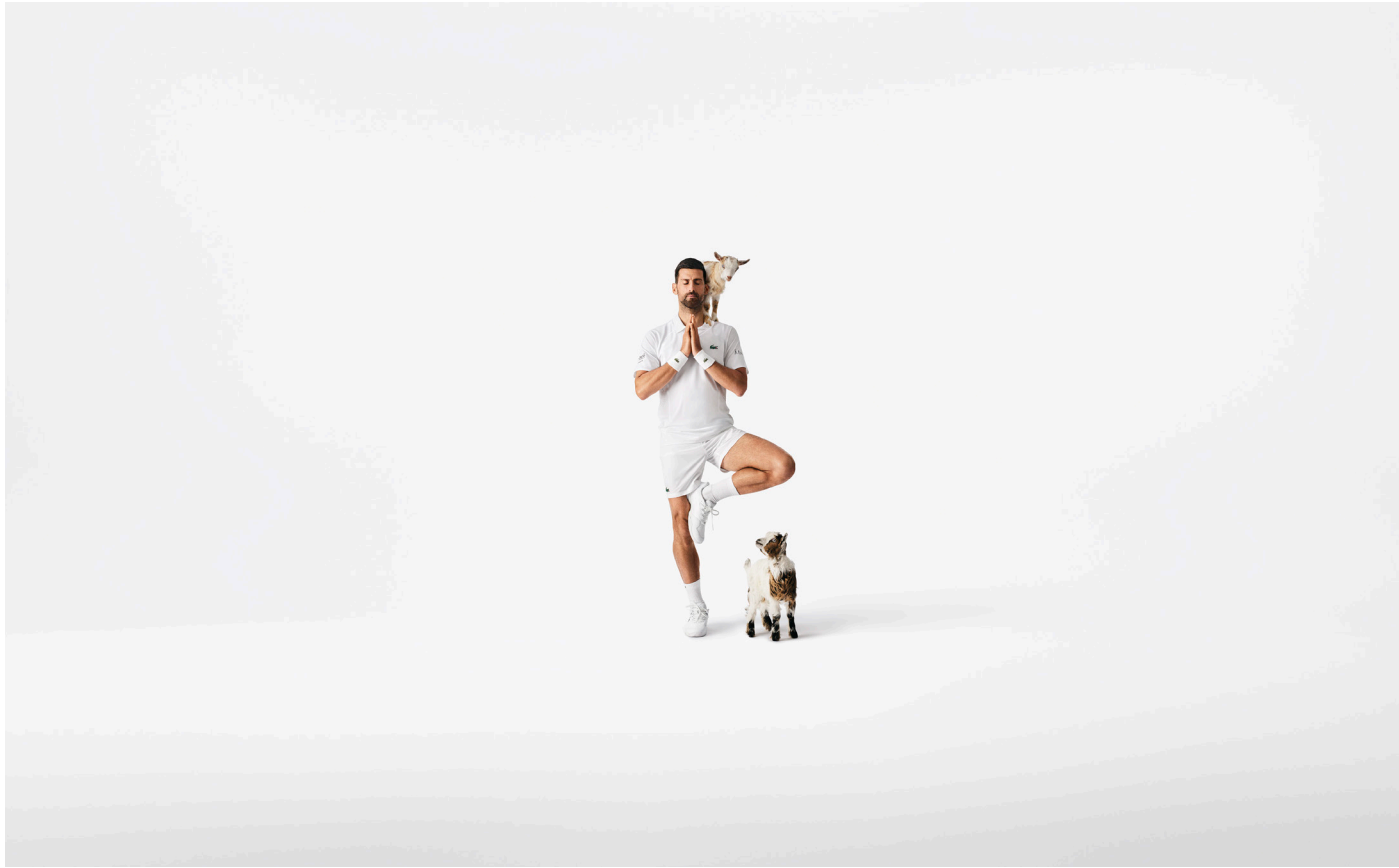
### An Exceptional Launch on Regent Street in London

Novak Djokovic will personally unveil the GOAT collection at Lacoste's London flagship on Regent Street, in the heart of the British capital. A city that holds a special place in the champion's story and where several of the most memorable chapters of his career have been written.

«Few athletes leave a lasting mark on the history of their sport. Novak is one of them. With this GOAT collection, we wanted to celebrate an extraordinary champion whose excellence, longevity and determination have shaped the history of tennis. By exceptionally transforming our iconic crocodile into a goat, we pay tribute to the GOAT with creativity and a touch of humour.» **Éric Vallat, CEO of Lacoste**

### A Campaign Starring Novak Djokovic

To support the launch of the collection, Lacoste has been rolling out since June 22 a campaign directed and photographed by artist and creative Max Siedentopf. Through a series of short films infused with offbeat humour, Novak Djokovic embraces the playful side of the title many consider him to hold.



Accompanied by a group of little goats, the champion finds himself in a series of unexpected situations inspired by his status as the GOAT.

Through this light-hearted and witty campaign, Lacoste celebrates one of the greatest champions in the history of sport while playfully revisiting the codes that have shaped his legend.