



LACOSTE EXPANDS ITS PADEL FOOTPRINT WITH THE LAUNCH OF CLUB LACOSTE BALI



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EMBARGO: SEPTEMBER 22 - 8PM PARIS TIME

Bali, September 12, 2026 – Lacoste continues to strengthen its connection to the rapidly growing world of padel with the launch of Club Lacoste Bali. Located at **W Bali, Seminyak**, beside the ocean, the installation brings the brand's iconic sporting heritage to one of the world's most sought-after coastal destinations.

An immersion to the Lacoste universe

LACOSTE

As part of a **three-year** collaboration, **Club Lacoste Bali** comes to life through the introduction of **two signature padel courts**. Extending beyond the courts, the space has been designed to deliver a complete Lacoste experience. Guests can explore a dedicated retail boutique, relax in the crocodile-themed outdoor areas and enjoy thoughtfully curated locker facilities. Every element reflects the brand's unique blend of sporting performance and contemporary elegance, including the presentation of Lacoste's latest fragrance collection within the locker area.





A celebration of the Southeast Asian padel community

The launch of Club Lacoste Bali was marked by an exclusive padel clinic bringing together some influential figures from the region. Hosted on the newly courts, the event offered guests the opportunity to experience the Club firsthand through coaching sessions, friendly matches and community-led play.

Participants included:

- [Joong](#), a Thai actor, singer, and model.
- [Nana Mirdad](#), Indonesian actress.
- [Linus Teng](#), Malaysian lifestyle influencer
- [Evelyn Choi](#), Hong Kong celebrity influencer
- [Ry Velasco](#), Filipino Lifestyle Creator
- [Andrew White](#), Indonesian actor and fitness personality
- [Fiona Fussi](#), Singaporean model and actress.

The gathering highlighted the growing momentum of padel across the region while reinforcing Lacoste's vision of sport as a catalyst for connection, community and shared experiences.

The launch of Lacoste's first Padel Collection

To mark the opening of Club Lacoste Bali, Lacoste unveils its first dedicated **Padel Capsule Collection** designed to accompany players both on and off the court.

The collection features two rackets tailored to different playing profiles: the **L.MAX**, designed for regular players seeking power, speed and precision, and the **L.SOFT**, a lighter model offering comfort and easy handling for beginners and improving players.

Completing the range are the **L Paletero** padel bag, technical apparel, as well as the performance padel shoes **AG-LT Ultra** in an exclusive padel colorway.





A new expression of the Lacoste heritage

Padel fits naturally into Lacoste's heritage. As one of the fastest-growing sports, it is also one of the most social of its generation. Played in Pairs, it brings together families, and friends. Clubs become social hubs, matches become regular gatherings, and communities form both on and off the court. This collective spirit resonates deeply with Lacoste's DNA. More than a new sporting category, padel represents a fresh expression of the very values that have driven the brand since its inception.

Lacoste has always celebrated sport as a space for self-expression, connection, and sharing, where the joy and elegance of the game matter just as much as performance. It is in this exact spirit that the French brand now makes its grand entrance into the world of padel.

Club Lacoste Bali invites players of all levels to experience the game in a uniquely inspiring setting where sport and lifestyle seamlessly converge. Open daily from **6:00 AM to 9:00 PM**, the courts welcome both resort guests and the wider Bali community.

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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.

Instagram: [@lacoste](https://www.instagram.com/lacoste)

Global website: <https://global.lacoste.com/>

Philippines website: <https://lacoste.com.ph/>

Indonesia website: <https://www.lacoste.com/id/en/>

Thailand website: <https://www.lacoste.co.th/>

ABOUT W HOTELS

Born from the social electricity of New York City, W Hotels has been at the forefront of lifestyle hospitality for over two decades. With more than 70 destinations around the world, the detail-driven design, signature Whatever/Whenever service, and buzzing Living Rooms cultivate experiences of social connectivity. Each location brings together the magnetic energy of W Hotels and the essence of local culture, creating spaces for new perspectives and a freedom of self-expression. For more information on W Hotels, visit w-hotels.com and stay connected on [Instagram](https://www.instagram.com/w-hotels), [TikTok](https://www.tiktok.com/@w-hotels), [X](https://www.x.com/w-hotels), [Facebook](https://www.facebook.com/w-hotels), and [YouTube](https://www.youtube.com/w-hotels). W Hotels is proud to participate in Marriott Bonvoy®, the global travel program from Marriott International. The program offers members an extraordinary portfolio of global brands, exclusive experiences on Marriott Bonvoy Moments and unparalleled benefits including complimentary nights and Elite status recognition. To enroll for free or for more information about the program, visit MarriottBonvoy.marriott.com.

ABOUT W BALI – SEMINYAK

Bali – Seminyak, which opened on 1 March 2011, marked the debut of W Hotels in Indonesia. Located in the heart of Seminyak, Bali's vibrant and eclectic enclave, the resort brings W's signature bold design, playful spirit, and Whatever/Whenever® service to the island. Inspired by Bali's rich natural beauty, culture, and heritage, W Bali – Seminyak features 152 guest rooms, four Escape Suites, two Penthouse Suites, and 75 private pool villas ranging from one-bedroom to two- and three-bedroom villas. The resort is home to distinctive dining and social venues including Starfish Bloo and Fire, alongside the multi-sensorial oceanfront beach club Alunê, W Lounge, and WET® Deck, as well as AWAY® Spa, FIT® fitness centre, W The Store, and WIRED & WORDS business center. For reservations and more information, please visit www.wbaliseminyak.com and follow [@wbaliseminyak](https://www.instagram.com/wbaliseminyak) on Instagram.