LACOSTE OPENS A NEW FLAGSHIP STORE IN SEOUL'S CREATIVE DISTRICT OF SEONGSU

The new destination brings together Lacoste's heritage, contemporary Korean creativity and a distinctive brand experience combining fashion, art and lifestyle.

SEOUL, NOVEMBER 2, 2026 - Lacoste announces the opening of its new flagship in Seoul, South Korea. Located in Seongsu, one of the city's most vibrant creative districts, the new space spans over 800 sqm and reflects the brand's ambition to offer distinctive experiences that connect with local cultures.

Bringing together fashion, sport, art and lifestyle, the flagship offers an immersion into the Lacoste universe. Its bold design concept, exclusive artistic installations and Korea's first Café Lacoste create a destination that combines the brand's iconic codes with Seoul's creative energy.



"Our continued development of flagships around the world reflects our ambition to strengthen Lacoste's international presence and desirability, while offering increasingly distinctive brand experiences. These destinations play an essential role in enhancing our global reach, bringing our identity, creativity and capacity for innovation to life. With this new flagship in Seoul, we are continuing this momentum in a city renowned for its creative energy and cultural influence, creating a destination that fully embodies the spirit of Lacoste while embracing that of Seoul."

Thierry Guibert, CEO of Lacoste

AN ARCHITECTURAL CONCEPT INSPIRED BY SEONGSU

The flagship draws inspiration from the district's industrial heritage, with its historic brick buildings echoing Lacoste's tennis origins.

The concept revolves around two contrasting colours: terracotta, evoking both Seongsu's red-brick architecture and the clay courts of Roland-Garros, and white, a reference to the elegance and iconic codes of tennis. These two worlds come together and intertwine throughout the space, creating a bold, contemporary interpretation of the Lacoste identity.





A DIALOGUE WITH CONTEMPORARY ART

Art plays a central role throughout the flagship, where the world of tennis inspires contemporary creations.

Upon entering, visitors discover a monumental installation by artist Mauricio Alejo, featuring tennis racquets captured in motion and exploring the relationship between materials, structure and movement.

The flagship also features exclusive works by Korean artists invited to reinterpret Lacoste's iconic codes through their own perspectives. These creations reflect the encounter between the brand's universe and Korea's contemporary art scene.

A DISTINCTIVE BRAND EXPERIENCE

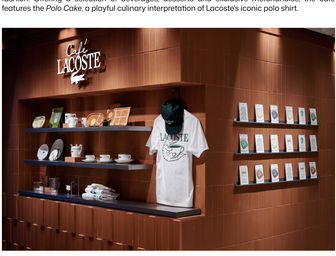
Designed as an immersion into the Lacoste universe, the flagship brings together the brand's collections and iconic pieces in a setting where design and creativity come together to offer a distinctive experience.



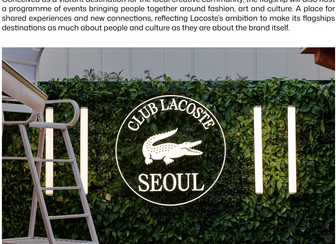
The iconic polo shirt takes centre stage through a dedicated *Polo Wall*, while different spaces showcase the women's, men's and sport collections. A dedicated customisation service also allows visitors to personalise selected pieces, further enriching the experience.



The flagship also introduces Korea's first Café Lacoste, extending the experience beyond fashion. Offering a selection of beverages, desserts and exclusive merchandise, the café features the *Polo Cake*, a playful culinary interpretation of Lacoste's iconic polo shirt.



Conceived as a vibrant destination for the local creative community, the flagship will also host a programme of events bringing people together around fashion, art and culture. A place for shared experiences and new connections, reflecting Lacoste's ambition to make its flagships destinations as much about people and culture as they are about the brand itself.



LACOSTE SEONGSU FLAGSHIP
38-1, Yeonmujang-gil, Seongdong-gu, Seoul, South Korea

LACOSTE