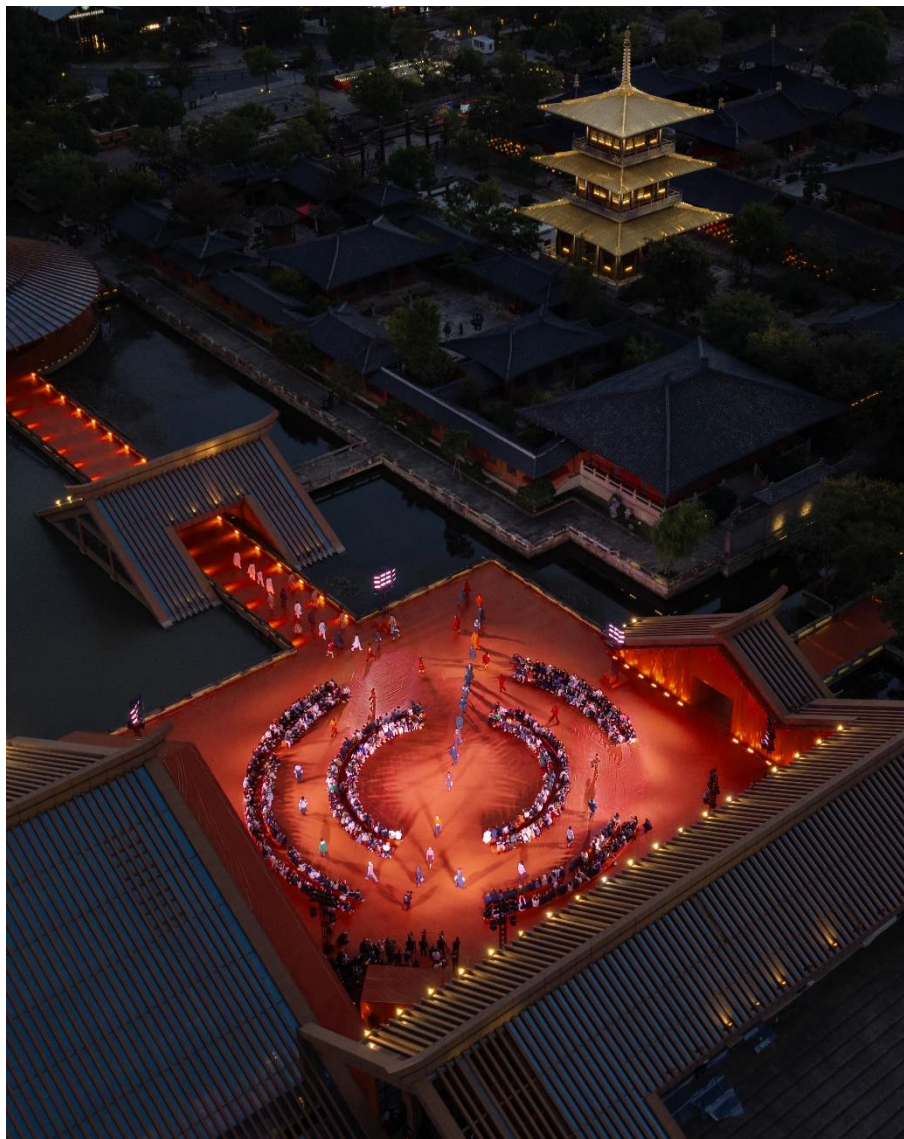




LACOSTE FALL-WINTER 2026

WASHED OUT MATCH, REIMAGINED

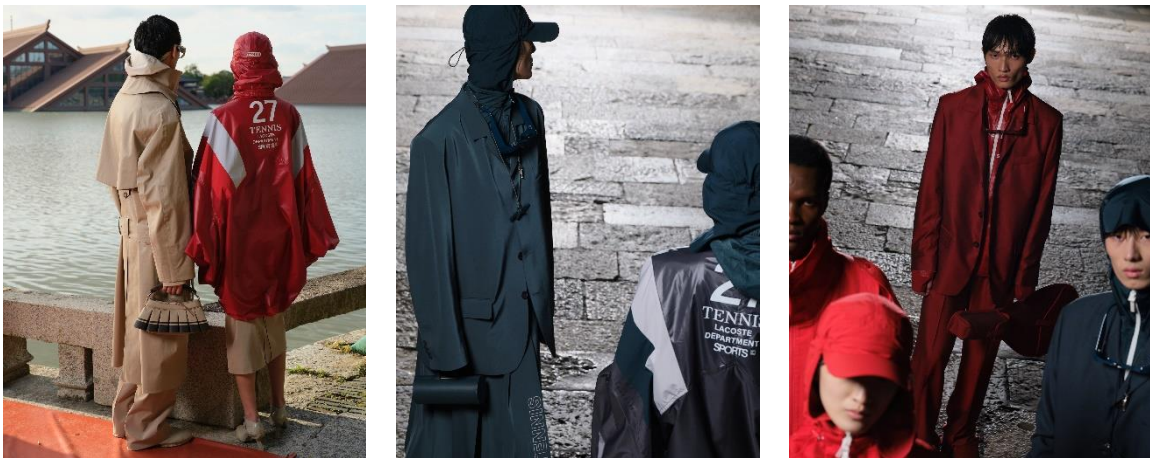
LACOSTE brings its Fall-Winter 2026 collection to Shanghai's Guangfulin Park, where the narrative first unveiled in Paris takes on a new perspective through an encounter with water, history and place. The runway show also unveils a co-created capsule with global ambassador Wang Yibo, alongside a see-now, buy-now experience.





Shanghai, October 22, 2026 – Following its debut at Roland-Garros in Paris last March, LACOSTE brings its Fall-Winter 2026 collection to Guangfulin Park in Shanghai, marking the first time a complete runway collection has been presented outside Paris since Pelagia Kolotouros joined the House as Creative Director.

Steeped in a long and rich history, Guangfulin stands as an extraordinary testament to Shanghai's cultural heritage. Its striking architecture, ancient landscape and expansive waters offer a remarkable setting for *Washed Out Match, Reimagined*, where LACOSTE's French sporting heritage encounters a place deeply rooted in Chinese history. Here, the collection finds a new resonance, in a dialogue between past and present, movement and stillness.



The story begins in 1923, when rain interrupted a tennis match played by René Lacoste. As the court emptied, attention turned towards the stands, where spectators gathered their protective layers against the unexpected downpour. This shift in perspective lies at the heart of Fall-Winter 2026, exploring the elegance of tennis culture beyond the court and the instinctive gestures of dressing for the elements.

Under the creative direction of Pelagia Kolotouros, familiar classics are reconsidered through the lens of LACOSTE's technical heritage. Trench coats become poncho-polos, bonded technical wool meets transparent nylon, while plush velvet and the emblematic René blazer introduce unexpected contrasts of texture and silhouette. Protective garments take on a new sophistication, balancing functionality with a distinctive sense of ease.

The collection also features a collaboration with Scottish heritage brand Mackintosh, bringing together two houses united by an enduring appreciation for craftsmanship and purpose. Mackintosh's expertise in waterproofing meets LACOSTE's sporting codes in rainproof tracksuits, pleated trench skirts and hybrid jacket-



shirts, extending the language of tennis dressing into a contemporary wardrobe shaped by both protection and elegance.

At Guangfulin, the narrative of *Washed Out Match* finds a new expression. Water, an essential element of the collection's original inspiration, becomes part of the surrounding landscape, while the site's exceptional historical and cultural significance lends another dimension to the story. The spirit of the Paris show is reinterpreted through a setting that brings French heritage and Chinese culture into dialogue.



The Shanghai runway show also marks a new milestone in LACOSTE's collaboration with global ambassador Wang Yibo. An exceptionally talented and multifaceted artist, whose creative pursuits extend across music, performance and sport, Wang Yibo brings his distinctive sensibility and personal vision to the LACOSTE wardrobe. Developed through a creative dialogue with the brand, the capsule reflects a meeting of perspectives, where his individuality and contemporary outlook encounter LACOSTE's heritage and iconic codes. Featuring four co-created runway looks, the capsule reflects the evolution of a relationship established in 2024, now taking on a new creative dimension.

Extending the runway experience beyond the show, a see-now, buy-now initiative invites consumers to discover and shop selected pieces from the collection as they are unveiled in Shanghai. Accompanied by a livestream, this approach brings LACOSTE's creative vision closer to its audience, creating a direct connection between the runway and the consumer.

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The Shanghai runway show welcomed a number of international personalities, including LACOSTE global ambassadors Wang Yibo and Taylor Zakhar Perez, alongside Nicole Scherzinger, Tony Leung Ka-Fai and Zhu Zhu, who gathered at Guangfulin Park for the occasion.



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From the Great Wall of China in 2024 to Guangfulin Park today, LACOSTE continues to celebrate the meeting of cultures through distinctive brand moments. With *Washed Out Match, Reimagined*, the House offers a new interpretation of its Fall-Winter 2026 collection, connecting its legacy with the cultural richness of China.