LACOSTE WELCOMES AMBASSADOR PIERRE GASLY FOR A CELEBRATION OF SPORT, STYLE AND PASSION



São Paulo, November 4th, 2026 - Last night, Lacoste hosted French driver and brand ambassador Pierre Gasly in São Paulo, as the city embraced a week of sporting excitement. The gathering also brought together Gustavo Kuerten, long-standing member of the Lacoste family and three-time Roland-Garros champion, along with athletes and sports enthusiasts such as Cafu, Charles Oliveira or Jacqueline Carvalho, in an evening that reinforced Lacoste's bond with both the court and the track.





For Gasly, São Paulo holds special meaning. It was at Interlagos, in 2019, that he became the youngest French driver to reach the podium in Formula 1. The following year, he won the Italian Grand Prix at Monza, securing the first French victory in the series since 1996. A passionate fan of tennis and golf, Gasly joined Lacoste as an ambassador in April of this year and became the face of the polo shirt, a piece that has become an icon.

Since then, the partnership has added new chapters. In June, Gasly starred in the campaign for the collaboration between Lacoste and Alpine, the team he races for in Formula 1. His visit to Brazil continues this story and brings the driver closer to the Brazilian public during one of the most important weeks on the country's sporting calendar.





The initiative reinforces the brand's historic connection to sport. Born on the tennis courts at the hands of René Lacoste, the Maison has built, over more than 90 years, a legacy of partnership across a range of sports. Through its partnership with Pierre Gasly, an athlete who embodies performance, tenacity, and elegance both on and off the track, Lacoste celebrates the values that have accompanied it since its origins and reaffirms the dialogue between sport, style and culture that defines the brand.



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