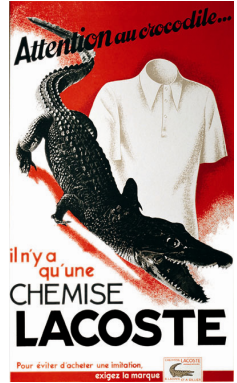


LACOSTE S.A.

The LACOSTE legend was born in 1933, when René Lacoste revolutionized mens' fashion replacing the classical woven fabric, long-sleeved and starched shirts on the courts, by what has now become the classic LACOSTE polo shirt. 78 years after its creation, LACOSTE has become a « lifestyle » brand which allies elegance and comfort.

The LACOSTE art of living expresses itself today through a large collection of apparel for women, men and children, footwear, fragrances, leather goods, eyewear, watches, belts, home textiles, mobile phones and fashion jewelry. LACOSTE finds its success on the essential values of authenticity, performance, and elegance. The crocodile incarnates today the elegance of the champion, René Lacoste, as well as of his wife Simone Lacoste and their daughter Catherine Lacoste, both also champions, in everyday life as on the tennis courts and golf courses.



Key Figures (31/12/10)

- 2 LACOSTE items sold every second worldwide.
- Wholesale Turnover 1,4 billion euros, 90% of which is out of France

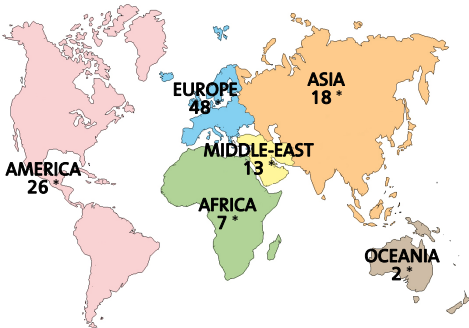
Michel Lacoste is Chairman of the Board of LACOSTE S.A. since April, 2008.
Christophe Chenut is CEO of LACOSTE S.A. since April, 2008.

LACOSTE S.A. is owned 65% by the Lacoste family and 35 % by Devanlay (Maus family).

LACOSTE S.A. owns simultaneously 10% of Devanlay, its worldwide clothing licensee.

A worldwide presence in 114 countries

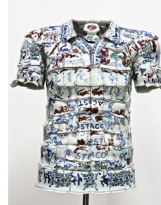
The most important markets in order of importance are : the USA, France, Italy, UK and Spain



A selective distribution throughout

- more than 1100 LACOSTE boutiques
- more than 2000 «corners» in department stores
- specialized outlets and sports stores

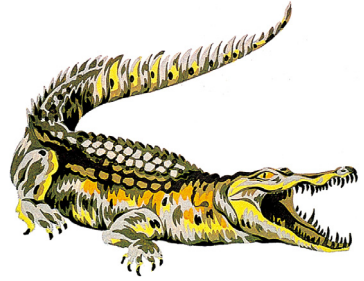
* Number of countries by continent



LACOSTE S.A.

The crocodile's origins

The true story of the "Crocodile" begins in 1923 after a bet that René Lacoste had with the Captain of the French Davis Cup Team, Allan H. Muhr, who promised him an alligator suitcase if he won an important game for the team. This episode was reported in an article in the Boston Evening Transcript, where his nickname of the « Crocodile » came to life for the first time. The American public grew fond of this nickname which highlighted the tenacity he displayed on the tennis courts, never giving up his prey. His friend Robert George drew him a crocodile which was embroidered on the blazer he wore on the courts.



© Rights Reserved

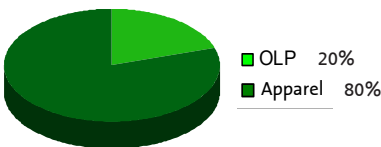
The creation of the LACOSTE polo shirt

In 1927, René Lacoste designs and makes for his own personal use a batch of cotton shirts in a comfortable aired mesh which perfectly absorbs perspiration, in order to better support the heat on the American courts. This shirt immediately revolutionized men's sportswear, replacing the classical woven fabric, long-sleeved and starched shirts which players had worn on the courts until then. The first LACOSTE polo shirt was white, slightly shorter than other shirts of the day, with a ribbed collar and short sleeves, and it was made of a light knitted fabric called "Jersey petit piqué". In 1933, René Lacoste and André Gillier, the owner and chairman of France's largest knitwear manufacturing firm at the time, set up a company to make the crocodile logo embroidered shirt and thus give birth to the LACOSTE L.12.12 polo shirt. This was the first time that a brand name appeared on the outside of an article of clothing.

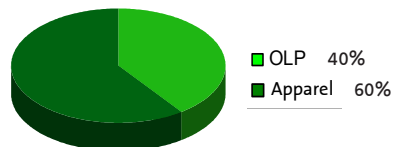
The LACOSTE Line



The economic model of the company rests on René Lacoste's idea (1933) aiming at adding up different know-hows. The LACOSTE company, owner of the brand, animates, controls and coordinates the different licenses given to each partner: Devanlay for apparel and leather goods, Pentland for footwear, Procter & Gamble for fragrances, Marchon for eyewear, Movado for watches, Zucchi (& Uchino in Japan) for home textiles, Collaert for belts, Modelabs for mobile phones, and GL Bijoux Group for fashion Jewelry.



Distribution Apparel and Other LACOSTE Products
(Wholesale Turnover in 1998)



Distribution Apparel and Other LACOSTE Products
(Wholesale Turnover in 2010)

AUTHENTIC SPORTS ROOTS

René LACOSTE entered the legend of tennis when he and his teammates "The Musketeers", stole the Davis Cup away from the Americans for the first time, in 1927 and again in 1928. Not forgetting his three French Open victories (1925, 1927 and at the Roland Garros stadium in 1929), his two victories in Great Britain (Wimbledon 1925 and 1928) and two U.S. Open titles at Forest Hills (1926 and 1927). René Lacoste was No.1 player in the world in 1926 and 1927.



Simone Thion de la Chaume, married to René Lacoste, golf champion, was the first non-British to win in 1927 the British Ladies. She would follow by winning thirteen times the French championship.

Their daughter, **Catherine Lacoste**, is also a merit golf player, becoming at 19 years old world champion by team and tied first in the individual ranking. In 1967, she wins the US Open, followed by a double victory at the British Ladies and the US Amateur in 1969. She will be not only the first non-American, but the youngest and only Amateur to win the US Open. She still holds the last title. As captain of the French Senior Ladies team, she wins the European Championship five times in six years starting in 2002.



LACOSTE & SPORTS TODAY

Legitimate in the world of sports from its origins and its founder, LACOSTE follows today an active and voluntary policy in this field around two axes:

- The LACOSTE ambassadors, tennis and golf players, who continue to carry the values of integrity, performance and elegance of René Lacoste around the world.
- Prestigious international sports events and tournaments.

The LACOSTE ambassadors

TENNIS

Andy Roddick (USA)

Actual Ranking : 8
 Best Ranking : 1 (2003)
 Winner of the US Open (2003)
 Winner of the Dubai Masters (2008)
 Winner of the Memphis Championship (2010)



Stanislas Wawrinka (Switzerland)

Actual Ranking : 15
 Best Ranking : 9 (2008)
 Winner in doubles at the Olympics (2008)
 Finalist at Doha (2008)
 Finalist at Roma AMS (2008)



Samantha Stosur (Australia)

Actual Ranking : 5
 Best Ranking : 5 (2010)
 Semi-finalist in Eastbourne (2008)
 Semi-finalist at Roland Garros (2009)
 Finalist at Roland Garros (2010)



Tímea Bacsinszky (Switzerland)

Actual Ranking : 47
 Best Ranking : 37 (2010)
 Winner ITF/Dinan-FRA (2006)
 Winner ITF / Cagnes-sur-Mer (2007)
 Semi-finalist at Istanbul (2009)
 Finalist at Bad Gastein (2010)



GOLF

Rhys Davies (Great Britain)

Actual ranking : 79
 Best ranking European Tour : 18
 Winner of the Hassan II Trophy
 2nd place at the Volvo China Open
 2nd place at the Madrid Masters
 2nd place at the Celtic Manor Wales



Cristie Kerr (USA)

Actual Ranking : 3
 Best Ranking : 1 (2010)
 Winner of the Michelob Ultra Open (2009)
 Winner of the LPGA Classic Wegmans (2010)



Yani Tseng (Taiwan)

Actual Ranking : 1
 Best Ranking : 1 (2010)
 Winner of the LPGA Corning Classic (2009)
 Winner of the Kraft Nabisco Championship (2010)
 Winner of the British Open (2010)
 Winner of the Kraft Nabisco Championship (2010)



Miguel-Angel Jimenez (Spain)

Actual Ranking : 26
 Best Ranking : 1 (2009)
 Winner of 7 LPGA tournaments (2008)
 Winner of the Navistar Classic (2009)
 Winner of the Corona LPGA Championship (2009)
 Winner of the Open de France (2010)



LACOSTE is partner in a series of tennis and golf events

TENNIS

Australian Open, Melbourne
 Dubai Tennis Championships, Dubai
 Roland Garros, Paris
 ATP World Tour Finals, London



GOLF

Hassan II Trophy, Morocco
 Lalla Meryem Cup, Morocco
 Grand Prix PGA France, Bordeaux
 Simone Thion de la Chaume Trophy, Chantaco
 Open de France, Paris
 Evian Masters, Evian
 Open de France Féminin, Chantaco
 Lorena Ochoa Invitational, Mexico



LACOSTE & TENNIS (2011)

Lacoste is present in its two historical sports, tennis and golf, all year around and all over the world: especially in the Asia/Pacific region, in the United States and in Europe.

The involvement of Lacoste in the tennis world allows the brand to perpetuate its history while ensuring high quality and strong visibility during prestigious events. Through its sports ambassadors, LACOSTE consolidates its image, imprinted with a real and unique sports legacy. Close to 60 champions (17 are in the top 100) from 25 different nationalities such as Andy Roddick, Stanislas Wawrinka, Jérémy Chardy, Alizé Cornet, Dominika Cibulkova and Sam Stosur carry the colours of the Crocodile. These LACOSTE ambassadors personify the values of the Lacoste brand: integrity, performance and elegance, which are the foundation of the success of the brand since its creation.

The LACOSTE tennis ambassadors

Monique Adamczak
 Timéa Bacsinszki
 Séverine Bremond
 Petra Cetkovska
 Yung-Jan (Latisha) Chan
 Dominika Cibulkova
 Stéphanie Cohen Aloro
 Julie Coin
 Alizé Cornet
 Eleni Daniilidou
 Gisela Dulko
 Jarmila Groth
 Mathilde Johansson
 Kristina Mladenovic
 Katarzyna Piter
 Olga Savchuk
 Sélîma Sfar
 Samantha Stosur
 Romana Tabakova
 Elena Vesnina
 Aleksandra Wozniak
 Yaroslava Schvedova

Australia
 Switzerland
 France
 RTC
 Tapei China
 Slovakia
 France
 France
 Greece
 Argentina
 Australia
 France
 France
 France
 Spain
 Tunisia
 Australia
 Slovakia
 Russia
 Canada
 Kazakhstan



Pablo Andujar
 Mansour Bahrami
 Andrey Golubev
 Julien Benneteau
 Daniel Berta
 Arnaud Clément
 Jérémy Chardy
 Pablo Cuevas
 Guy Forget
 Richard Gasquet
 Sam Groth
 Henri Kontinen
 Denis Kudla
 Henri Leconte
 Mickaël Llodra
 Nicolas Mahut
 Daniel Nestor
 Cesar Ramirez
 Milos Raonic
 Andy Roddick
 Edouard Roger-Vasselin
 Fabrice Santoro
 Dudi Sela
 Alexandre Sidorenko
 Stanislas Wawrinka
 Thierry Ascione
 Jesse Huta Galung
 Josselin Ouanna
 Sébastien Grosjean
 Mats Wilander
 Murphy Jensen
 Roger Rasheed
 Thierry Tulasne
 Eric Winogradsky

Spain
 France
 Kazakhstan
 France
 Sweden
 France
 France
 Argentina
 France
 France
 Australia
 Finland
 U.S.A.
 France
 France
 France
 Canada
 Mexico
 Canada
 U.S.A.
 France
 France
 Israel
 France
 Switzerland
 France
 Netherlands
 France
 France
 Sweden
 U.S.A.
 Australia
 France
 France



LACOSTE is partner of several tennis events

Australian Open , Melbourne - Australia
 Dubai Tennis Championships, Dubai - UAE
 Madrid Open, Madrid - Spain
 Roland Garros, Paris - France
 Shanghai ATP Masters 1000, Shanghai - China
 Thailand Open, Bangkok - Thailand
 Jean-Luc Lagardère Trophy, Paris - France
 ATP World Tour Finals, London - UK

since 2009
 since 2007
 since 2003
 since 1971
 since 2009
 since 2007
 since 2004
 since 2002



LACOSTE & GOLF (Feb 2011)

Lacoste is present in its two historical sports, tennis and golf, all year around and all over the world: especially in the Asia/Pacific region, in the United States and in Europe.

The golfing presence of the famous crocodile is now assured by champions from 11 different nationalities such as Cristie Kerr and Yani Tseng (No. 1 World player in 2010), as well as Tania Elosegui and Gwladys Nocera (No. 1 European player in 2008), Miguel Angel Jimenez and Grégory Havret (2nd at the US Open Championship in 2010). These LACOSTE ambassadors personify the values of the Lacoste brand: integrity, performance and elegance, which are the foundation of the success of the brand since its creation.

The LACOSTE golf ambassadors

Cristie Kerr
 Yani Tseng
 Tania Elosegui
 Gwladys Nocera
 Karine Icher
 Virginie Lagoutte
 Anne-Lise Caudal
 Sophie Giquel
 Samantha Head
 Mélodie Bourdy
 Ludivine Kreutz
 Barbara Genuini
 Elena Giraud
 Marion Ricordeau

USA
 Taiwan
 Spain
 France
 France
 France
 France
 France
 UK
 France
 France
 France
 France
 France
 France



Romain Wattel
 Robert Allenby
 Miguel Angel Jimenez
 Rhys Davies
 Anthony Wall
 Grégory Bourdy
 Thomas Levet
 Raphaël Jacquelin
 Christian Cevaer
 Ignacio Garrido
 Grégory Havret
 François Delamontagne
 Robert Dinwiddie
 José Maria Olazabal
 Jean-Baptiste Gonnet
 Hansen Anders
 Anthony Snobeck
 Nicolas Colsaerts

France
 Australia
 Spain
 UK
 UK
 France
 France
 France
 France
 Spain
 France
 France
 UK
 Spain
 France
 Denmark
 France
 Belgium



LACOSTE is partner of several golf events

Hassan II Trophy, Rabat - Morocco	since 2010
Simone Thion de la Chaume Trophy - France	Since 2007
Women French Open - France	since 2010
PGA Grand Prix France, Bordeaux - France	since 2009
French Open, Paris - France	since 2003
Evian Masters, Evian - France	since 1993
Lorena Ochoa Invitational, Mexico City - Mexico	since 2008



Lacoste is also partner of the Ladies European Tour, the French Golf Federation, Ladies Tour (France) and Tour Elite Junior.

INNOVATION & REINVENTION

LACOSTE New Global Communication Concept : « Unconventional Chic »

A new communication concept will herald the dawn of a new era in spring 2011 and will cover all media platforms and all brand communication starting in January 2011.

Over the past five years, LACOSTE has transformed itself into a global and contemporary brand with the 'Un peu d'air sur terre' campaign, developed by the BETC Luxe agency. Light, elegant, ethereal, it has travelled to the four corners of the Earth.

LACOSTE is now Unconventional Chic. At a time when people are rejecting rigid luxury and demanding simplicity, elegance, and durability more than ever before, LACOSTE is asserting its modernity and forging ahead of the competition with its new campaign, creating a new appeal for the Crocodile Brand. Taking inspiration from the legacy of René Lacoste' inimitable style, the campaign translates it into a new brand slogan and a new communication concept: Unconventional Chic. Photographers : Mert Alas & Marcus Pigott./ Models : Anja Rubik, Jon Kortajarena, Liya Kebede and Noah Mills.



Concept of the LACOSTE boutiques

In 2003, Patrick Rubin, architect of the "Atelier Canal", in collaboration with Christophe Pillet and Christophe Lemaire, creates a new universe for LACOSTE.

The idea of the furniture is an interior architecture which evokes the LACOSTE values : reception, comfort, elegance, sobriety. The green and light wood are replaced by a rounder and white furniture created by Christophe Pillet with flexible repeats of bright colour adaptable to the themes and seasons.



INNOVATION & REINVENTION

THE LACOSTE LAB

The LACOSTE LAB revives the tradition of innovation, appearing in the genes of the brand. Indeed, the brand's founder René Lacoste was also an inventor and designer. In addition to its famous polo L.12.12, he made rackets, balls, clubs and golf bags, and the first machine to launch tennis balls.

The products from the LACOSTE LAB range show the natural link between the brand's history and its future, and therefore guarantee its continuity.

A research & development tool

The LACOSTE LAB projects the crocodile brand in the future and always gives him an edge. It prepares tomorrow today by identifying products that could represent the future of the brand, and seeking new materials, new designs.

LACOSTE The LAB is directed by Christophe Pillet, Director of Design LACOSTE SA. The objects of LAB are the result of the co-creation between Lacoste and several partners. LAB holds shares, exchange of ideas and talent, and brings together expertise in design and technological innovation.

The core values of LACOSTE come from the sporting and leisure worlds. From the practice of sports, but also from the culture and imaginary aspects of sports itself. The LACOSTE LAB intends to develop our heritage, to enlarge its expression field with products, ideas, services, in line with the brand's philosophy, demand, usage and aesthetics.

Some examples of the LACOSTE LAB's accomplishment and development of technical product for off golf (1), bicycle (2), cricket bat (3), piqué wetsuit (4), rugby ball (5), tennis racket (6), skis (7), motorcycle helmet (8), cricket, tennis and golf balls (9), surfboard (10), and a concept-car designed with Citroën (11).



BRAND PROTECTION

A unique logo for an authentic and innovative brand.

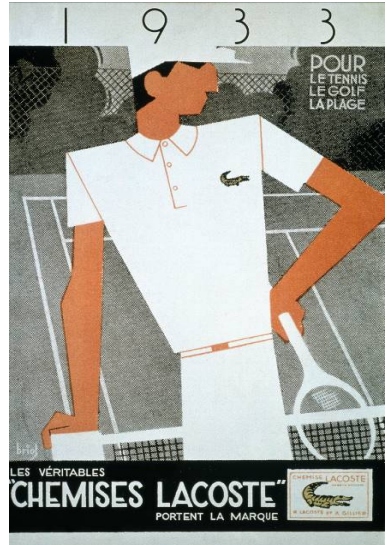
1923: The press appreciates René Lacoste's play and tenacity on the tennis courts and nickname him the 'Crocodile' or the 'Alligator'.

1927: Fond of his nickname, René Lacoste embroiders a crocodile logo on his blazer. In the same year he files a patent for a tennis ball serving machine.

1931: An innovative mind, René Lacoste files patents for improvements to the manufacturing of tennis rackets. Between 1924 and 1993 he files 26 patent applications.

1933: René Lacoste innovates again with the Petit Piqué cotton L.12.12 polo, which enters into production.

Out of a nickname, an authentic trade-mark, the LACOSTE logo, is born. It is applied to the front of shirts and for the first time in fashion a brand becomes visible on the outside of the garment.



The LACOSTE crocodile is an instant success and very quickly becomes the target of counterfeiters, as shown by posters from the Thirties.

LACOSTE commits to fight against counterfeit and puts in place a selective distribution network in order to guarantee authenticity to its clients.

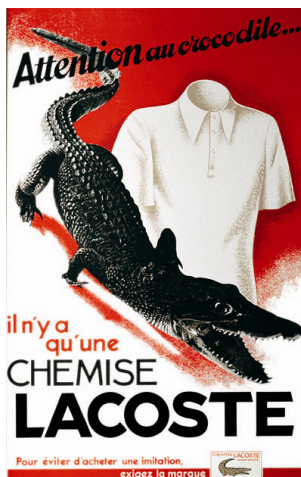
The fight against counterfeiting, a social responsibility.

Today, LACOSTE keeps investing in the fight against counterfeiting: a team dedicated to the global protection and defense of intellectual property rights works at dismantling international counterfeit networks in several countries, in cooperation with police and customs authorities.

LACOSTE aims to fight an illegal trade that is disrespectful of human labour and the environment. LACOSTE protects its power to invest and innovate, in the interest of its clients and partners.



BRAND PROTECTION



In numbers

15 field interventions per workday in order to dismantle networks of LACOSTE counterfeiters

+200 internet websites selling counterfeits notified per year

+650 listings for LACOSTE counterfeits blocked per workday on marketplaces online, such as offer in the US and Taobao in China

A fruitful cooperation between LACOSTE and public authorities around the world.

2010

Russia (Volgograd) – May 2010: 26,364 pairs of fake LACOSTE socks seized by Customs.

Peru (Lima) – July 2010: 7,000 fake LACOSTE buttons and labels, 1,500 fake LACOSTE polo shirts and several machines seized during a raid by 20 police officers at the principal supplier of the Polvos Azules shopping center.

United States (Temecula checkpoint, California) – September 2010: 64,067 fake LACOSTE buttons and studs seized in a car by Customs.

Greece (Athens) – October 2010: 586,456 counterfeits of several brands including LACOSTE seized by Customs in a warehouse at Dimaraki.

United States (Los Angeles) – October 2010: 26 fake LACOSTE polo shirts, 10,800 fake LACOSTE labels and several machines (sewing, printing and stitching) seized in an illegal workshop in Lynwood.

Brazil (Espirito Santo, port of Vitoria) – November 2010: Seizure by Customs of 300 tons of counterfeit goods with a value of 8.5 million EUR in 16 containers originating from China, including 5,000 LACOSTE t-shirts and several rolls of fake LACOSTE labels.

Chili (Santiago) – November 2010: Seizure of 54,768 pairs of fake LACOSTE socks originating from China.

Mexico (port of Manzanillo) – November 2010: Seizure of 9,600 fake LACOSTE belts which were en route to Guatemala.

2011

China (Shanghai) – January 2011: Two vendors of counterfeit LACOSTE goods on Taobao, China's largest auction site, sentenced to up to three years of imprisonment and fines of 300,000 RMB (33,000 EUR).

France (Nîmes) – February 2011: 25,000 perfume bottles originating from Poland and destined for Spain blocked by Customs, among which 2,400 imitations of the LACOSTE fragrance Touch of Pink.

Israel – March 2011: 820,000 fake LACOSTE laptop cases seized by customs at the port of Ashdod.

China (Quanzhou) – March 2011: 6,610 counterfeit LACOSTE shoes seized in a factory. The LACOSTE branding was hidden under a double layer of labels.

THE CROCODILE'S HEART

The René Lacoste Foundation

René Lacoste chose tennis by passion, while renouncing to continue promising scientific studies. The impassioned man, keen and talented worker that he was, placed sports on the very first level of his values of life. Throughout his life, this great champion and also great man never ceased to share his passion of sports, endeavoring to give a chance, and often follow on a personal level many young people of his entourage.

The greatest ambition of the René Lacoste Foundation, created in 2006, is to help young people from around the world to find a new path through sports, allow them to discover team spirit, motivation, surpassing oneself, competitiveness while respecting others and thus transmitting the values in which René Lacoste strongly believed.

www.fondationrenelacoste.org



F O N D A T I O N
René Lacoste



Save your Logo

Lacoste becomes the first international brand to support the campaign.

Since 2008, the Crocodile brand participates in the Save your Logo campaign, which allows private companies or institutions to participate in the preservation of biodiversity on the planet by committing to the preservation or defense of the animal that is their logo. The Global Environment Facility (GEF), the World Bank and the International Union for Conservation of Nature (IUCN) are behind this initiative. Using for over 78 years a crocodile as a logo, the LACOSTE brand actively support projects selected by the GEF to safeguard or protect certain species of crocodiles, alligators, caiman and gavials now in danger of extinction and whose the loss would jeopardize the biological balance of their habitat areas.

4 projects have already been launched. The first one is in Nepal, which helps a breeding farm in its work for the preservation of the Gange River Gharial. The second project is in Colombia and supports the safeguard of the Orinoco Crocodile. The third project supports the release and breeding of the Chinese Alligator, Alligator "Sinensis", which is threatened by extinction due to its receding habitat in the natural wetlands in Anhui province, China. The fourth project is located in the Florida everglades. It aims to evaluate effects of ecosystem restoration on crocodiles and alligators in this area.

www.lacoste.com/saveyourlogo
www.saveyourlogo.org



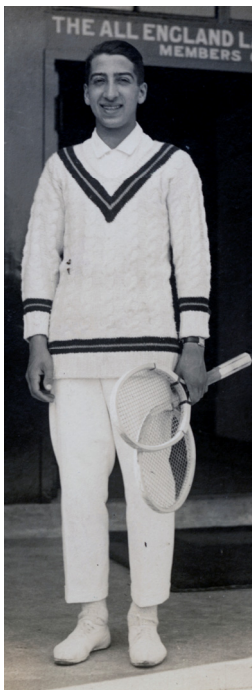
Lacoste's commitment to the protection of crocodile species.
In 2007, when René Lacoste chose the crocodile as his emblem, he hadn't imagined that 40 years later millions of people would bear this logo. He hadn't imagined either that the crocodile would be threatened to disappear one day. Today, under the Save your Logo initiative, Lacoste commits itself to the protection and safeguard of crocodiles, alligators, caimans and gavials, and also to the preservation of earth biodiversity.

A TIMELESS STYLE

LACOSTE is more a style than a fashion brand. Permanently revisiting its great classics in a modern way, LACOSTE creates timeless, high-quality designs, always in phase with its time, presented twice a year in a fashion show during the New-York « Fashion Week ». By leaning on its authentic sporting roots, the LACOSTE brand has become a symbol of relaxed elegance.



Fall-Winter 10/11



René Lacoste



Spring-Summer 2011

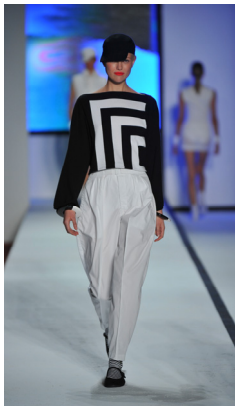
Felipe Oliveira Baptista

On September 1st 2010, the 35-year-old Portuguese designer, Felipe Oliveira Baptista becomes the new creative director of the LACOSTE brand.

A graduate of Kingston University, winner of the Hyeres Festival prize and two-time winner of the ANDAM prize, Felipe Oliveira Baptista was invited to join the official Couture calendar in 2005.



A TIMELESS STYLE



'For this **Spring/Summer 2011** collection and my final show for LACOSTE, I wanted to express the very essence of the brand', Creative Director Christophe Lemaire says. 'Sporty and chic. Easy and playful. Clean and clear. In short, modern minimal classics'. Inspired by the geometrical patterns of Op Art, the bold lines of Bauhaus and specifically the early modernist Villa Noailles designed by Robert Mallet-Stevens, this collection is decidedly architectural and graphic. The show starts in black and shades of white with contrasting textures: chalk on cotton, optical on crispy nylon and off-white on ultra suede. Lemaire proposes fresh volumes for women, amplifying either the tops or bottoms with such pieces as kimono sleeve blouses with deep V-necks or tunics knitted in an oversized zoom-in piqué pattern.



Lemaire then shifts to a warm and sunny palette of tobacco brown, blood red and mercury orange. A sleeveless polo in cotton netting worn over short shorts in perforated suede reminds us that sporty can still be sexy. Bathing-suit cover-ups find new appeal in that same cotton netting and perforated suede as well as soft terrycloth. The end of the show showcases the relaxed elegance for which LACOSTE is renowned. Lemaire shows a witty side with jackets sans collars that actually have a trompe l'oeil collar and lapel print. He then demonstrates his flair for combining street and sport with a contemporary hybrid that will surely be the must-have item for men this season: pleated trousers featuring ribbed ankles adapted from tracksuits.

THE LACOSTE POLO SHIRT

An innovation ...

The history of the Lacoste polo shirt began in 1927 when René Lacoste designed a special shirt conceived to increase his comfort on the tennis courts. This shirt is a revolution for sportsmen: its innovative cut offered an incomparable freedom of movement and its fabric, the jersey "petit-piqué", ensured an optimum ventilation of the body. Made with a fine mesh, the polo shirt's lightness and ability to absorb perspiration made it pleasant to wear. Seeing that the polo shirt was catching on with his friends, René Lacoste had the idea of teaming up with the great hosier André Gillier to launch its industrial production with the crocodile label. He named it L.12.12. As a perfectionist, Lacoste had many prototypes and considered the 12th version as finally satisfactory. He kept that number in the industrial code name and prefaced it with a L for LACOSTE, a 1 for the material, "piqué coton", and a 2 for the short sleeve model.



... which has become a symbol

The quality of the fabric, made with the finest cottons of the world, the refinement of the stitching and the simplicity of its forms, make the LACOSTE polo shirt very popular among men and women. The pearly buttons with two holes and, of course, the embroidered crocodile on the heart, give it an undeniable touch of distinction. Nowadays, the LACOSTE polo shirt is more than a worldwide bestseller: a symbol of relaxed elegance which perfectly embodies the "easy chic" philosophy of the brand. However, the reason why it has become truly iconic is because the polo shirt completely fits the image, the history and the values of the brand: mobility, innovation, elegance and authenticity.



Since its creation, the polo shirt has never ceased to reinvent itself, constantly redesigned to suit its time while respecting its original design and quality. Collections such as "Live!", "Club" or the stretch models demonstrate the creative potential and the modernity of this more than 80 year old polo shirt! Conversely, some models, such as the Vintage cut, proceed to a return to the original shirt style, a never-ending source of inspiration.

Key figures

12.3 million polo shirts were sold all over the world in 2009 which means one every two seconds.

81,1 million polo shirts have been sold since 2003.



1933

The first polo shirt created by René Lacoste



2008

Club: polo shirt for the LACOSTE's 75th anniversary



2008

Long-sleeved polo shirt for men



2011

Live: urban, younger and fitted polo shirt



2011

Stretch polo shirt for women

LACOSTE LIMITED EDITIONS

Since 2006, LACOSTE chooses every year a designer from the fashion or design fields and asks them to reinterpret its famous polo shirt.

2006 : TECHNO et ECO POLO by Tom Dixon

Tom Dixon is known as one of the most innovative designers of his generation. Since 1995, he chairs his own design office in London and is also the Creative Director of Artek, a Finnish design company. He created an ecologic polo shirt for LACOSTE, the ECO POLO, made only of organic cotton and of natural indigo. The TECHNO POLO SHIRT is exclusively made out of metal fibers and Lurex. To reinforce its « futuristic » aspect, it was sold vacuum-packed in an aluminium foil (1).



2007 : PLASTIC POLO SHIRT by Michael Young

Michael Young is a British designer with an international reputation. His creations are exposed in the most prestigious institutions in the world such as the Design Museum in London or the Centre Pompidou in Paris.

For this special edition, he tested the revolutionary alliance of textile and plastic in the structure of the polo shirt. An inflating ink was applied directly to the piqué cotton then activated by heat in order to resemble the true skin and form of a crocodile (2).



2008 : VISIONAIRE 54 SPORT

For the LACOSTE's 75th anniversary, the famous American fashion magazine, Visionaire, imagined and created a limited edition. 12 different polo shirts were made by great artists such as Karl Lagerfeld (3) Michael Stipe (4) and Pedro Almodovar.

2009 : "AMAZONIAN" POLO SHIRTS by the Campana Brothers

Since their first creation, the metal chairs "positivo" and "negativo", Humberto and Fernando Campana try to transcribe through their art the richness of their country of origin, Brazil. For Lacoste, they created a special edition (5) of 20 000 polo shirts and two limited editions (6) of 250 pieces inspired by the lives of crocodiles in the Amazon river. Each is covered with patterns consisting of a mosaic of LACOSTE logos. The designers have also produced a super limited edition entirely made completely out of logos stitched on lace, a craft traditionally practiced in Northern Brazil.

These last two editions were exclusively produced in cooperation with Coopa-Roca, a social workshop of a favela in Rio de Janeiro, which offers seamstresses an opportunity to work.



2010 : PORCELAIN POLO by Li Xiaofeng

In 2010, LACOSTE commissioned Chinese artist Li Xiaofeng to re-imagine the iconic LACOSTE L.12.12 polo shirt (7). Li trained as a muralist but turned to sculpture in order to explore a new concept and expression of Chinese landscape. His choice of material is unexpected, he has chosen shards of broken porcelain. For the 2010 Holiday Collector's Series Li Xiaofeng created a China Poloshirt. A sculpture composed of 317 china fragments(8) which overlap, painted designs on the material resume traditional art of Chinese calligraphy and make this LACOSTE polo shirt the most exclusive and most expensive model to this date.



THE 101



1980 : The creation of an exceptional product

In 1980, LACOSTE decided to develop its first original eyewear product. The designers drew a first pair of sunglasses in a pilot-style frame with a double bridge called “The 101”. The sunglasses featured premium quality materials and was shaped to reflect the spirit and the values of the brand: sport and relaxed elegance. Light, graceful and unisex, the 101 met with great success and could be worn both on and off the tennis courts as the famous polo shirt L.12.12 which it is often compared to.

“The design is so simple, so obvious. It is clean and universal. It has the same ingredients, or DNA if you will, as the L.12.12 polo shirt. What makes these iconic products special is that they were designed for a particular function, not as a mere trend or to follow fashion. That is why they are and will always remain timeless and contemporary”, explains Christophe Pillet, Design Director of LACOSTE.

2010 : The reedition of the legend

30 years after the first drawing of the 101, LACOSTE releases the famous sunglasses in a limited edition of 1,000 copies. The brand has decided to keep the original design even in the smallest details: the fineness of the temples, the inlays of green enamel on the bridge and their so particular proportions. Faithful to the original model, the 101 is reedited with mineral lenses as those produced in the 80s. With a better scratch resistance than polycarbonate lenses used today, they also offer an enhanced optical clarity and a high quality perception.

“We asked the production team to recreate the model exactly as it was. The only change we allowed ourselves to make way was to upgrade the quality of the debossed logo on the temples. Everything else is just as it was and should be”, adds Christophe Pillet.



To provide a unique aspect to the product, each pair of sunglasses is individually numbered. The special packaging created for the limited edition also bears the stamp of the brand with a sporty and clean design.

In each box, the 101 come with a leaflet that explains its history and the product’s design details in addition to an Official Certificate Card with the serial number of the limited edition product.

The LACOSTE 101 is available since December 2009 in some of the best shops in the world, including Colette in Paris, Dover Street Market in London and 10 Corso Como in Milan.



For more information, please log on to the dedicated website: www.lacoste101.com

THE RENE LACOSTE SHOE

A shoe for tennis...

In 1963, just after he invented the steel racket which won 46 Grand Slam tournaments, René Lacoste had the idea to design a shoe specifically conceived for tennis. Thanks to his background and his knowledge of the game, he created an upper tailored for this sport. With a reinforcement on the tip of the shoe on a main point of friction and a unique herringbone canvas upper with ventilation eyelets, the René Lacoste shoe perfectly responded to the demands of comfort, lightness and resistance relative to the practice of high level tennis.

To get the best possible sole, René Lacoste worked with the pneumatic company Kléber Colombes. Through this association, the shoe was featured with a vulcanized sole which it provided with an incomparable flexibility.



In the mid-60s, René Lacoste asked some of the tennis players to test run his latest invention « LE SOULIER TENNIS LACOSTE ». The very specific characteristics of the shoe, quickly made it one of their favorite models to play in. However, their production was not maintained at the time because of the lack of a footwear license which was to appear only in 1985.

... and for the city

In the early 2000s, the shoe was rediscovered in the LACOSTE archives. Its design is so obvious, so natural that it remains, in spite of its age, particularly modern and contemporary.

To celebrate this discovery and demonstrate the creative genius of René Lacoste, the brand's founder, LACOSTE released the shoe as a limited edition in 2005. A year later, the shoe, now called "The René Lacoste » has been integrated permanently into the collections. Produced in new colors and patterns, it fits naturally in each of the present ranges of the brand: RED!, Sportswear and Club. True to its history, the shoe is sold in the original 1963 box.



Today, the shoe evolves in a constant process of reinvention. While respecting the original design, it is now adapted to a sporty, chic or vintage style. As a LACOSTE iconic product, it is faithful to the image of the brand: a harmonious compromise between heritage and avant-garde.



The Classic René Lacoste
Similar to the original model of 1963



The René Lacoste Wimbledon
Special edition of 2005



The René Lacoste Red!
Young, urban and colored of 2009



The René Lacoste Club
In leather, soft and elegant of 2009



The René Lacoste Croc mythology
Special « Stealth » collection of 2009