



LACOSTE

Since 1933, the story of Lacoste has mirrored that of its founder, René Lacoste, the French tennis legend who revolutionized the everyday wardrobe. Today, the Lacoste spirit is the expression of modern, sport-inspired French style, with Lacoste's values of sporting elegance and fair play now expressed by the legendary tennis player Novak Djokovic, the New Crocodile.

Lacoste's eyewear collection combines technical quality with contemporary style to create a sophisticated, versatile look that mirrors the brand's heritage and dynamic, sporty character. Refined materials are used to create lightweight yet functional styles, with elegant color combinations and unique stylized logos. The details are inspired by 1980s style graphics and iconic Lacoste clothing.

KEY WORDS:

Authentic, Sport-Inspired, Colorful, French, Unpretentious, Elegant, Active, Understated, Classic

KEY DETAILS:

Retro Styling, Color Blocking, Magnetic Technology, Stripes, Piping

KEY MATERIALS:

Metal, Multi-Layer Acetate, Plastic, Rubber Temples