



LACOSTE

MARKET

The true story of the "Alligator" dates back to 1927. René Lacoste, the tennis player, liked to recount how this nickname ultimately became an emblem of worldwide renown.

"I was nicknamed "the Alligator" by the American press, after I made a bet with the Captain of the French Davis Cup Team concerning a suitcase made from alligator skin. He promised to buy it for me if I won a very important match for our team. The public must have been fond of this nickname which conveyed the tenacity I displayed on the tennis courts, never letting go of my prey!"

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 logo embroidered shirt designed by the champion for his own use on the tennis court. Also marketed were a number of other tennis, golf and sailing shirts, as can be seen in the first catalogue from 1933.

This was the first time that a brand name appeared on the outside of an article of clothing - an idea which has since become extremely successful.

This shirt immediately revolutionised mens sportswear, replacing the classical woven fabric, long-sleeved and starched shirts which players had worn on the courts until then. The first Lacoste 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". The qualities of comfort and solidity upon which it built its name still shine through today, providing a different and truly unique product.

The economic model of the company rests on René Lacoste's idea (1933) aiming at adding up different knowhows. The Lacoste company, owner of the brand animates, controls and coordinates the different licenses given to each partner: Devanlay for clothing, Pentland for footwear, Procter and Gamble for fragrances, Samsonite for leather goods, Charmant for glasses, Movado for watches, Zucchi (and Uchino in Japan) for home textiles and Collaert for belts.

ACHIEVEMENTS

- 58 million articles sold in 2007
- Two Lacoste items sold every second worldwide
- Wholesale Turnover 1.557 billion euros
- Michel Lacoste is Chairman of the Board of Lacoste S.A. since April 21st, 2008.
- Christophe Chenu is CEO of Lacoste S.A. since April 21st, 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.

HISTORY

The Lacoste legend was born in 1933, when René Lacoste revolutionises 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. 75 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 clothing for women, men and children, footwear, perfumes, leather goods, glasses, watches, belts and home textiles. Lacoste founds 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.

PRODUCT

Since 2000, Christophe Lemaire has been the Artistic Director of Lacoste. He is inspired by René Lacoste's elegance while adding his own taste for bright colours he creates refreshing and traditional collections of sport, chic and functional clothing.

The spirit of the Spring/Summer 2009 collection is about the South,' explains Christophe Lemaire, obviously reminiscing about his quintessential childhood summer vacations. 'The South of France or Italy on the Mediterranean coast with pine trees swaying in the cool breezes, crickets chirping and effortlessly chic couples

lounging lazily by pools planted in groves of olive trees.' Lemaire opens the show with the relaxed elegance of the brand's Club line, signed with its silver crocodile logo. The colours are treated sepia tones, shades of browns, dusty pinks, off whites. Cotton chiffon and linen are the fabrics of choice for this theme, which includes sophisticated beach wear for day and smart casual options, including a ladies summer suit in piqué, braided leather belts and leather espadrilles for the men, Greek-goddess inspired sandals and high heel T-bar slip-ons for women.

The second theme called the Sunset Group by Lemaire is even sexier and more sensual with colours the shades of sorbet. For women, Lemaire plays with the 'all-in-one' look: with T-shirts and short shorts combination in jersey and a pair of tank-top overalls with finally a swimsuit-inspired piece with hoodie sculpted from terry towel cloth.

For men, light summer sweaters are dip-dyed for a gradation effect, while polos earn their summer stripes. Lemaire shifts gears with the third theme in this collection aimed at a younger, fashion-alert consumer. The line



features a tweaked logo: while the standard logo has the crocodile sitting atop the letters Lacoste, this one has the crocodile leading the letters and punctuated in between with a red exclamation point. 'This theme is very 60s, very trendy, very clean and very fitted', Lemaire says. 'Think the Mods meet Mary Quant with a dash of street golf in Chelsea thrown in for good measure'.

RECENT DEVELOPMENTS

Discover Lacoste Love of Pink... Launched in April 2009, the first permanent sister fragrance to Lacoste Touch of Pink marks an exciting moment for all Touch of Pink fans. Created for young women with a passion for love and a sense of romantic vitality, the alluring new fragrance from Lacoste captures that delicious burst of excitement felt upon falling in love. Warm, romantic, delightfully feminine and energetic, this unique scent combines a blend of zesty ingredients, softened by a floral heart and a sensual woody, musky dry base. Lacoste Love of Pink is a delightfully captivating fragrance - a girl's irresistible companion towards discovering the wonderful feeling of love. An ideal gift for any celebration of love or femininity...

Psychologist and Lacoste Love of Pink contributor Dr Linda Papadopoulos says, "The colour pink is, in a lot of ways, the essence of what it means to be a young woman - love, romance, femininity and youth are all punctuated by this colour. When a young woman wears Lacoste Love of Pink, she wears the colour of love."

So succumb to the truly magical feeling of falling in love and you too will simply glow with love, radiate with an aura of romantic energy. So powerful is this inner radiance it feels like an explosion of euphoric vitality which, if it

were visible, would appear to those who love as an almighty burst of the colour pink. Pink is the colour of love and Lacoste Love of Pink captures that irresistible feeling - a match made in heaven.

Love of Pink is the complete expression of femininity and romantic vitality. With a delightful sent which builds on the emotion and character of Touch of Pink, Love of Pink is a girl's perfect companion towards experiencing the feeling of love. Combining a touch of blood orange and the fresh sparkle of Lemon Peel, followed by a sensuous, feminine touch of Pink Magnolia, Quince Flower and Stephanotis, the feminine energy it exudes is prolonged by a refined dry-down of Cedarwood. It is finally completed by a dreamy, lingering kiss of vanilla, making it a captivating elixir of love.

LOVE OF PINK CAMPAIGN

Inspired by the irresistible feeling of falling in love, the Lacoste Love of Pink campaign exudes femininity and a certain romantic vitality. Portraying a sparkling and sensual girl who glows with love, the story depicts a young woman walking the streets of a city; her presence triggers the appearance of heart-shaped bubbles which seem to fly away from her; leaving a delightful, comforting trail of well-being behind her. Perhaps reminiscent of the way she feels, the bubbles burst, revealing an explosion of colour - a symbolic representation of the feeling of being in love.

PROMOTION

The Lacoste Advertising Campaign, since 2005 « un peu d'air sur terre » represents Freedom, wellbeing, joy of life, youth, mental as much as physical elevation.

In 2008, the campaign evolved and became more collective, by staging a group of young adults who jump simultaneously in the air. The addition of the image of René Lacoste with the same attitude makes it possible to establish the link with the roots of the brand, transmits the message of authenticity, reinforces the originality of the campaign and the unique character of the brand.



BRAND VALUES

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.

www.lacoste.com



Things you didn't know about LACOSTE

Lacoste was the first brand to put a brand name on the outside of an article of clothing - an idea which has since become extremely successful.

The iconic Lacoste Polo shirt was created over 75 years ago.

Two Lacoste items are sold every second worldwide.

Superbrands