

Lacoste Celebrates 75 Years with Spring/Summer 2008 Collection

Lacoste a premium French lifestyle brand announced the launch of its Spring Summer collection

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Lacoste a premium French lifestyle brand announced the launch of its Spring Summer collection. Designed by Christophe Lemaire, Creative Director for Lacoste the collection pays tribute to the brand's 75th anniversary and takes its inspiration from the chic, sporty elegance of the LACOSTE lifestyle. This spirit is captured best in the Basque country of southwestern France around Biarritz and St. Jean de Luz, which is also home to the LACOSTE family owned golf course named Chantaco. The collection is a celebration of colour. The brand may have started in 1933 with a single white polo shirt for playing tennis, but today it is a truly global lifestyle brand. 'The key to success is remaining faithful to the authentic heritage of LACOSTE. Not to be anchored in the past, but instead design fresh, modern classics for a contemporary wardrobe is the signature style of Lacoste', said Lemaire.

For Him, the collection begins with the Tonic and Newport. Tonic is a theme full of refreshing colours bathed to give Spring Summer 2008 collection a real kick; Newport on the other hand is a timeless elegant nautical theme which highlights the starkness of black and white echoing the eastern seaboard of America in the American flag colours.

Later during the early summer, the collection introduces Club 1 and Memphis. Club 1 is a subtle colorful theme based on ageless patterns, noble materials and the golf wear spirit; whereas Memphis is a theme of washed monochrome shades colours inspired by romanticism of Memphis deserts.

For mid summer the collection introduces Club 75th and Active. Club 75th pays tribute to the brand heritage with refined patterns and the elegance of the 30's; whereas Active boosts with symbolic Lacoste models with large crocodile embroidery, classic stripes and vintage spirit for clothes in the sports styles.

For late summer the collection introduces Tanger, Tennis golf and Roland Garros. Tanger is a sunny theme of warm spicy colours with subtle shaded colours reminiscent of Moroccan deserts and handcrafted pottery; on the other hand Tennis, Golf & Rolland Garros are themes for Lacoste champions in tennis courts and golf courses.

For her, the collection begins with Tonic and Newport. Tonic a theme inspired by refreshing colours whereas Newport a theme very eastern seaboard style where stripes and dots dance in shades of grey or pimento red mixed with white models with new shapes.

Later in the early summer the collection introduces Club 1 & Bermudes. Club 1 is a theme with cricket style elegance with graphic patterns and flowing outlines. This theme renews the "Sport Chic" with new materials and very fashionable styles; whereas Bermudes is like a breadth of

springtime air by its delicate patterns, light materials and especially the softness of its colours in a range of monochrome shades.

For mid summer the collection introduces 75th anniversary and Tennis. 75th anniversary pays tribute to the brand's platinum anniversary celebration with subtlety of the crocodile in shades of grey informs to form elegant figures whereas Active pays tribute with a tennis line that offers new designs with placed stripes and block of colours.

For late summer the collection introduces Tanger, Active and Golf. Tanger an ideal high summer theme with multicolored stripes, lightweight materials with subtly shaded colours is reminiscent of Moroccan deserts and handcrafted pottery whereas Active line is enriched, very fashionable and interprets the sports codes with femininity while Golf theme showcases style that are golfers favorite.

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About Lacoste

Established in 1933 by the legendary Rene Lacoste, Lacoste today is a € 1.5 billion lifestyle brand offering a complete range of apparel, eyewear, perfumes, shoes, bags and watches for men, ladies and children. Lacoste entered India 16 years ago when Bernard Lacoste, inaugurated the first Lacoste Boutique at VAMA, Mumbai in October 1993. Today the brand has over 30 boutiques across India.

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