

From 1933 to the present, a few key dates trace the progress of the LACOSTE brand



First advertising, 1933



Crocodile advertising, 1937



First steel tennis racket, 1963



Bernard Lacoste

1933

Industrial production of the first LACOSTE shirts, in particular the white "petit piqué" cotton polo shirt code-named the "1212".

1934 to 1939

Progressive and selective sales development of top quality polo shirts.

1940 to 1946

Interruption of the company's activity during the war.

1946

Production starts up again in the French market.

1951

Beginning of apparel exports to Italy.

Addition of a color range to the white petit piqué cotton polo shirt.

1952

Beginning of apparel exports to the United States.

1959

First collection for children.

1960

Launch of shorts and striped polo shirts.

The string damper is patented by René Lacoste.

1961

Signing of an apparel manufacturing and distribution license in Spain.

1963

René LACOSTE invents the first steel racket: revolution in tennis equipment that threatens the supremacy of wooden rackets and leads the way for today's models. This racket won 46 Grand Slam tournament titles between 1966 and 1978; distributed in the United States by WILSON, it was used notably by Jimmy Connors and Billie Jean King.

René Lacoste creates the first LACOSTE tennis shoe.

Bernard Lacoste, René Lacoste's eldest son, takes over as company Chairman.

1964

19 year old Catherine Lacoste, daughter of René Lacoste and Simone Thion de la Chaume, becomes World Golf Champion by team, and is tied first place in the individual ranking of this competition.

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Catherine Lacoste wins the US Ladies Golf Open at 22 years old



René Lacoste invents the damper



Advertising for the Lacoste Eau de toilette for men



Lacoste tennis shoes

- 1964** Beginning of apparel exports to Japan.
- 1966** Signing of a apparel manufacturing agreement in the United States.
- 1967** Catherine Lacoste wins the U.S. Open, at the time she is the only amateur, the youngest player and only foreigner to win this tournament.
- 1968** Launch of LACOSTE Eau de Toilette, produced under license by Jean PATOU.
- 1969** Catherine Lacoste secures a double victory at the 1969 U.S. Amateur and British Ladies Championship.
- 1971** Signing of a apparel manufacturing and distribution license in Japan.
- 1974** René Lacoste invents and patents the “damper” used on LACOSTE steel rackets which is located at the end of the shaft and absorbs vibrations while improving accuracy and increasing the energy restitution.
- 1978** Signing of an apparel manufacturing and distribution license in Brazil.
- 1981** Signing of an agreement with L'AMY for the development of a line of sunglasses and optical frames.

Opening of the world's first LACOSTE boutique, avenue Victor Hugo in Paris.
- 1982** Signing of a clothing manufacturing and distribution license in Australia.
- 1984** Launch of a new line of “LACOSTE pour Homme” toilettries with Jean PATOU.

For the launch of the Peugeot 205, construction of a special “LACOSTE” limited serie.
- 1985** Launch of a new line of LACOSTE tennis shoes, manufactured in France, followed by deck shoes in 1986 and walking shoes in 1988.

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The Lacoste boat 42



EQUIJET racket



The French team wins the Davis Cup



Lacoste in India

1985

Presentation at the Paris Boat Show of the LACOSTE 42-foot yacht, designed by American architects "STEPHENS and SPARKMAN" and produced as a limited edition.

1986

Signing of apparel manufacturing and distribution licenses in South Korea and Argentina.

1987

Signing of a manufacturing and distribution license in Japan with a new partner, the SEIBU SAISON Group.

1988

Signing of a apparel manufacturing and distribution license in Thailand.

1990

René Lacoste patents a new tennis racket concept: the "EQUISTEME".

Launch of the "EQUIJET" racket; its unique shape combines the benefits of large-head and small-head rackets. Three years later, Guy Forget uses this racket to win the 1991 Davis Cup.

1991

Signing of apparel manufacturing and distribution licenses in Mexico and Turkey.

Signing of a worldwide licensing agreement for LACOSTE Leisure shoes, with the PENTLAND Group.

59 years after the last victory of the LACOSTE musketeers – Lacoste, Borotra, Brugnon and Cochet, the French team of Guy Forget and Henri Leconte wins the Davis Cup in Lyon from the U.S.A. on 1st December 1991, wearing a crocodile on their hearts!

1992

In the United States, Canada and the Caribbean, the LACOSTE Group resumes control over the LACOSTE brands with the help of its worldwide manufacturer, DEVANLAY S.A. Both the production and distribution in the United States and Canada are ensured by DEVANLAY S.A.

Signing of an apparel manufacturing and distribution license agreement in India.

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1993

A new worldwide manufacturing agreement is signed with DEVANLAY S.A., industrial partner and associate of LACOSTE, until June 30th 2012. This agreement grants exclusive worldwide manufacturing rights for LACOSTE apparel to DEVANLAY.

New distribution agreements are also signed with DEVANLAY S.A. for France and Germany, extending through to June 30th 2012.

To mark its 60th anniversary, LACOSTE organizes a worldwide campaign in support of the fight against multiple sclerosis. The proceeds raised for this cause amount to more than US\$1 million.



Multiple Sclerosis Campaign

1994

Signing of a licensing agreement for a line of LACOSTE watches, to be produced by the Swiss company ROVENTA-HENEX and distributed by the VIMONT S.A. company.

Signing of an apparel distribution license in China and opening of a LACOSTE boutique in Shanghai.

Line of LACOSTE watches launched on April 14th, at the Basel International Watch fair.



Lacoste watches

1995

New furniture concept for LACOSTE boutiques and corners created by designer Yves Taralon.

Opening of the first American LACOSTE boutiques, in Palm Beach and Bal Harbour, Florida.

Signing of a distribution license in Russia.

Signing of an agreement between LACOSTE and FICO, the International Ocean Yacht Racing Federation. The FICO-LACOSTE World Championship recognizes the world's leading skipper.



Opening of the first Lacoste boutiques in the United States, here in PALM BEACH

1996

Opening of the first LACOSTE boutique in Moscow, Russia.

Opening of the LACOSTE Internet site.

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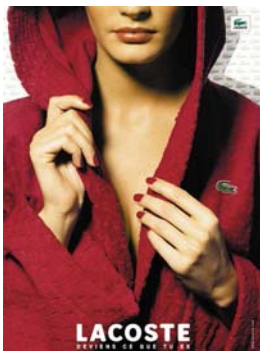
Madison Avenue Lacoste Boutique



Loick Peyron



José-Maria Olazabal



Advertising for Lacoste home textiles

1996

The French tennis team including Guy Forget, Arnaud Boetsch and Guillaume Raoux wins the Davis Cup in Malmö (Sweden) wearing LACOSTE.

LACOSTE boutique on Madison Avenue, New York opens in December.

1997

Success of the French Women's tennis team and its LACOSTE players, Sandrine Testud, Mary Pierce, Alexandra Fusai and Nathalie Tauziat, who become the new world champions by winning the Fed Cup, the Women's equivalent of the Davis Cup.

1998

On the 16th of March, the worldwide clothing production partner, DEVANLAY S.A., is taken over by the Maus family (90%) and LACOSTE (10%). The Maus family, through DEVANLAY, thus becomes a 35% minority shareholder of LACOSTE, with the remaining 65% belonging to the Lacoste family.

Nathalie Tauziat is runner-up at Wimbledon, the first French player to achieve such a feat since Suzanne Lenglen in 1925.

1999

Loïc Peyron wins for the second time in a row the FICO LACOSTE World Championship.

José Maria Olazabal wins the Augusta Masters (USA) in April, one of the world's four "majors".

As of July 1st 1999, LACOSTE grants the worldwide apparel license for the LACOSTE brand to DEVANLAY, until December 31st 2012; license extended until 2025 in March 2000. This agreement covers the creation, manufacturing, distribution, merchandising and product advertising for LACOSTE apparel.

The objective of this development is to refocus the role of LACOSTE: the registration, protection and defense of its brands; consumer Market Research; orientation, development, creative control, distribution, marketing, and merchandising; the brand's communication strategy, the development of the corporate advertising strategy and its international promotion; the co-ordination of all worldwide LACOSTE activities; the development of new projects.

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Christophe Lemaire

1999

License agreement for LACOSTE home textiles, covering Europe, the Middle East and Africa, signed on October 1st with DESCAMPS S.A., a part of the ZUCCHIBASSETTI group.

Signing in May of an agreement with Christophe Lemaire, successor to Gilles Rosier who is henceforth responsible for the artistic direction of DEVANLAY's LACOSTE activities. His first apparel collection will be for the Spring/Summer 2002 season.



Shopping Bag

2000

License agreement for LACOSTE belts for men, women and children signed on October 1st with COLLAERT S.A, and covering Europe, the Middle East and Africa.

Worldwide license agreement for LACOSTE bags, travel items and small leather goods signed with SAMSONITE on December 21st .

License agreement for the marketing of LACOSTE fragrances and beauty products signed in September with P & G PRESTIGE BEAUTE, the Fine Perfume Division of the PROCTER & GAMBLE Beauty Care Business Unit.



Film Commercial by director Wong karWai

2001

The French tennis team including Fabrice Santoro and Arnaud Clement wins the Davis Cup for the 9th time.

Shooting in October of a commercial in Shanghai with famous Chinese director WONG KAR WAI, Cannes Festival award winner and creator of "In The Mood For Love".

Agreement for the creation of a LACOSTE leather goods line signed in October with Christophe Pillet, who is also the designer of the new furniture line for LACOSTE boutiques and corner concession stands.



New Lacoste Boutique concept

2002

In July, the first new concept LACOSTE boutique opens in Dusseldorf. The new concept is created by Patrick Rubin and Christophe Pillet. Further new concept boutiques open, in Omotesando in Tokyo, Lyon, Orlando, Berlin, London and Istanbul.

In October, P&G Prestige Beauté launches 'LACOSTE Pour Homme' worldwide with a major advertising campaign by Herb Ritts.

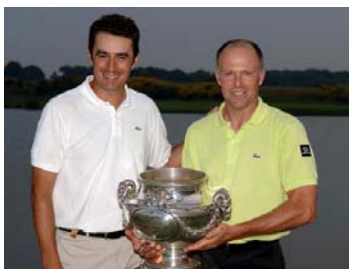
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Press advertising
"Lacoste Pour Homme"



Lacoste Piqué Stretch polo



Lacoste champions at 2005 French Open



Andy Roddick

2003

On March 31st, Patricia Meunier Lebowitz wins the Kraft Nabisco Championship in California. She became the first French female player to win an LPGA major, since Catherine Lacoste wins the US Open in 1967.

In April, P&G Beauté launch LACOSTE Pour Femme. Created exclusively for LACOSTE by Olivier Cresp, the launch is accompanied by a campaign from the photographer Nathaniel Goldberg.

In July, two new concept LACOSTE boutiques open their doors on the Champs Elysées Avenue in Paris and on 5th Avenue in New York.

In September the first LACOSTE fashion is held in New York.

2004

In Autumn, P&G Prestige Beauté launches Lacoste "Touch of Pink". In December 2004, "Touch of Pink" is ranked amongst the top fragrances sold in Europe's main countries.

The development of the Lacoste Piqué Stretch polo contributes to the success of the brand worldwide, particularly in the United States which, at the end of 2004, becomes Lacoste's number one market worldwide.

Tatiana Golovin and Richard Gasquet win the mixed-doubles final at Roland Garros.

2005

LACOSTE announces the signature of a five year partnership with Andy Roddick, 22-year-old tennis player, who becomes one of the LACOSTE Ambassadors.

Amazing achievements for LACOSTE champions. Jean François Remy wins the 2005 French Open after a magnificent play off duel with his countryman Jean Van de Velde who ranked second.

LACOSTE's Board of Directors appoints Michel LACOSTE Chairman of the Board and Chief Executive Officer, and confirms the positions of Jean-Claude Fauvet and Marc Lumet as Senior Executive Vice Presidents. This follows their acceptance of Bernard Lacoste's retirement for health reasons. Bernard Lacoste -who had led the development of the company in a remarkable way for more than forty years-, is named Honorary Chairman of LACOSTE.

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Lacoste new advertising campaign



International accessories travel retail concept store



Essential advertisement



Colin Montgomerie

2005

Launch of LACOSTE new advertising campaign 'Un peu d'air sur terre' which presents the LACOSTE Fall/Winter 2005-06 collection. BETC- HAVAS Group - advertising agency in Paris was asked to delve into the heart of the brand to express LACOSTE style in it's own way and turned to photographer, David Sims, to illustrate this new concept.

LACOSTE and L'AMY Group have renewed their optical and sunglasses license agreement (men's, women's, and children) for the LACOSTE Brand in Europe, Middle-East and Africa.

LACOSTE and CHARMANT Inc. sign a license agreement for the same products, beginning January 1st 2006 for Asia and South America and July 1st 2006 for North America and Mexico.

At TFWA World Exhibition 2005 in Cannes, LACOSTE unveils international accessories travel retail concept.

In Autumn 2005, P&G prestige Beauté launched 'LACOSTE ESSENTIAL' worldwide, a fragrance that evokes the spirit of LACOSTE : sophisticated yet bright; fresh yet comfortable; spirited yet complex; classic yet modern.

In October 2005, Colin Montgomerie reaches again the N°1 spot of the European Order of Merit.

Signature of a two-year partnership with Lorena Ochoa, Mexican golf player who has been ranked N°1 world player from 2006 until today.

2006

Bernard Lacoste, who presided over the destiny of the famous crocodile, and turned the emblem of his father, the tennis champion René Lacoste, into one of the best known brands around the world, passed away peacefully in Paris, on March 21st, 2006.

LACOSTE announces its entry into a long-term worldwide license agreement with MOVADO Group, Inc. The agreement is effective as of January 1st, 2007 and includes design, production, and distribution of men's and women's timepiece collections.

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Cristies Kerr



Lacoste 75th anniversary logo



Lorena Ochoa

2006

Creation of the René Lacoste Foundation, under the aegis of the Fondation de France, which ambition is to help young people, both in France and abroad, to find their way in life through sport and pass on to these young people René Lacoste's values.

2007

Signature of a 5-year worldwide Home Textile license agreement with VINCENZO ZUCCHI S.p.A., effective from January 1st, 2007. It includes the exclusive worldwidemanufacturing and distribution of the LACOSTE Home Textile collections, except for Japan and Singapore.

In Summer 2007, P&G Prestige Beauté launched 'ELEGANCE' worldwide, LACOSTE new Men fragrance.

Golf player Cristie Kerr, N° 4 worldwide at LPGA Tour , wins the US Open.

Golf player Lorena Ochoa, N° 1 worldwide at LPGA Tour, wins the British Open.

2008

Signature of a long-term worldwide eyewear license agreement with the CHARMANT Group. The agreement is effective as of January 1st, 2008 and includes design, production, and distribution of LACOSTE optical and sunglasses collections. The CHARMANT Group is already the LACOSTE eyewear license partner for Asia and South America (since January 1st, 2006) and for North America and Mexico (since July 1st, 2006). Hence, L'AMY Group is LACOSTE Eyewear licensee in Europe, Middle-East and Africa until December 31st, 2007.

The brand celebrates its 75th anniversary all year long.

On April 21st 2008, the Board of directors of LACOSTE S.A. appoints Christophe Chenut as CEO, Michel Lacoste remains President.

The renewal of the partnership with Lorena Ochoa is extended until December 31st, 2010.

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Steve Wood, Michel Lacoste, Christophe Chenut

2008

In September, LACOSTE becomes official sponsor of the Australian Open, as the exclusive supplier of the tournament on and off the courts, dressing the linesmen, the "officials" of the tournament and ball kids. This partnership also includes a retail space of 350 square meters on site. Thus, the Crocodile brand is present in three Grand Slams.

On November 14th, LACOSTE extends for 5 years its partnership with the ATP as the official outfitter for apparel and footwear, ATP World Tour Finals, and dress and the linesmen and ball kids at the 2009 edition in London.



Save Your Logo

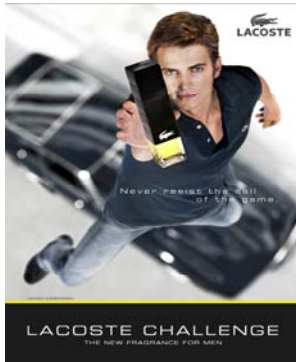
2009

In February, Lacoste becomes the first international brand to support the "Save Your Logo" campaign initiated by the Global Environment Facility. This project allows companies or institutions to participate in the preservation of biodiversity on the planet with a commitment to safeguard and defend the animal that represents their logo. LACOSTE commits to protect certain species of crocodiles, alligators, caimans or gharials currently endangered and whose loss would jeopardize the ecological balance of their habitat areas. In this context, the first project where the LACOSTE funding will focus concerns the Gange River Crocodile in the Chitwan National Park, conducted by WWF Nepal and the French ONG Awely with the support of the Crocodile Specialist Group Union for Nature's Conservation.

In the USA, LACOSTE joins the Breast Cancer Research Foundation by donating 10% of the proceeds from its Pink Croc Collection for the entire month of October, to help fund research to find a cure for breast cancer.



Pink Croc Collection



Hayden Christensen for Challenge

Hayden Christensen is the face for Challenge, the new LACOSTE fragrance for men. The playful charm, active persona and natural style of the popular Canadian make him the perfect embodiment of the brand's youthful, modern edge. The worldwide launch of the new fragrance takes place during Roland Garros in May.

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2009



Zaha Hadid's Spéciale Série



Frères Campanas's Collector's Serie



Lacoste at Covent Garden



INSERGOLF project in Barcelona

For Spring/Summer, Zaha Hadid designs for LACOSTE a special footwear capsule collection. The LACOSTE footwear project began with a digitized version of the iconic crocodile logo. Hadid's research team used this as a basis to explore a series of surfaces with repeated patterns.

In June, LACOSTE S.A. announces its expansion into the mobile phone market. The crocodile brand confirms its will to accompany its customers from a simple lifestyle to a real way of life. In order to develop its mobile phone, LACOSTE S.A. signed a worldwide license agreement with the MODELABS Group.

On July 1st, Jose Luis Duran is appointment head of DEVANLAY, licensed partner of the crocodile brand for its apparel.

In September, the Executive Committee of the René Lacoste Foundation added two more projects to their activity: CityParks Foundation in New York City and a Golf project in Barcelona.

In November, for the fourth Holiday Collector's Series by LACOSTE, the Campana brothers have created an exclusive range of polo shirts. The special edition shows how the reptiles pile up in mud beds during the dry season in their natural habitat.

In November, the Crocodile is in London for the Barclays ATP World Tour Finals. Held for the first time in London after 5 years in Shanghai. LACOSTE, official sponsor of the tournament since 2002 disposes of a lounge for their guests, a commercial stand and a « challenge » booth. LACOSTE also brought a unique and interactive brand experience in the heart of the city , showcasing the brand's heritage in an inflatable structure where visitors were invited to a digital journey introducing them to the brand's universe through a kinetic game of trajectories using sound and light and taking place on an ethereal tennis court.

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Christophe Chenut and Andy Roddick

2009

During the ATP World Tour Finals in London, LACOSTE announced the renewal of its partnership, both on and off the tennis courts, with Andy Roddick, brand ambassador since 2005, best player in the US and 6th in the world at that time.

In December, LACOSTE and SAMSONITE announce their decision not to renew their partnership in leather which began in 2001. From January 2011, the license will be assigned to DEVANLAY leather, global partner of the LACOSTE brand.



101's Limited Edition

2010

In 2009, 46 million pieces of the LACOSTE brand were sold, two crocodiles sold every second in the world, representing a wholesale turnover estimated at 1.4 billion euros in 114 countries through a network sports shops, specialty retailers and boutiques in 1106 and more than 2000 corners in department stores.

In January, LACOSTE launches a limited edition of its 101 pilot-style frame sunglasses from 1980's.



« The Element of Style » by Assouline Editions

In February, LACOSTE launched its new book: « The Element of Style », published by Assouline Editions. This book is about « savoir vivre » and « savoir-faire », how to live in LACOSTE. The story of a transgenerational and transcultural cult brand.

In February, in Nepal, LACOSTE's commitment to the Save Your Logo program, allows two releases of gharials in their natural habitat in the Narayani river in the Chitwan National Park and in the Babai river in the Bardia National Park. Each time, 10 gharials were released.



Gharials's release in Nepal thanks to the Save your Logo campaign

In March, LACOSTE launches its latest fragrance for Men: LACOSTE Essential Sport, a smooth and masculine fragrance that is characterized by its values of freedom, enjoyment and relaxation.

In April, LACOSTE inaugurated a second Save Your Logo project dedicated to the preservation of the Orinoco Crocodile. This species lives in the plains of the Orinoco in Venezuela and Colombia, and is now in critical danger of extinction due to commercial hunting for its skin; and the deforestation of the region.

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Sam Stosur



First LACOSTE jewelry collection



Felipe Oliveira Baptista



CITROEN LACOSTE- Concept Car

2010

In June, the brand launches its e-shop in France created by LACOSTE,DEVANLAY and PENTLAND. With close to 3 000 references, this e-shop gives access to the brand's universe: apparel, footwear, eyewear, leather goods, watches, home textile and fragrances. By August, the e-commerce website becomes available in the U.K and Germany.

A historical premiere for the female crocodile ambassadors, Samantha Stosur, number 1 Australian player, ranked seventh in the world, reaches the Roland Garros final against the Italian player, Francesca Schiavone.

The French player, Grégory Havret won an historical second place at the US Open in Pebble Beach. Gregory became the first French player to reach such a level in the competition.

In June, LACOSTE signs a four year global license with GL Bijoux Group to develop its fashion jewelry line. This agreement includes the conception, production and distribution of LACOSTE Jewelry.

On September 1st, Felipe Oliveira Baptista becomes the new creative director of the LACOSTE brand. The 35-year-old Portuguese designer with a resolutely modern style has all the required qualities to provide a new interpretation of the LACOSTE values,

In September 2010, presentation of the CITROEN-LACOSTE concept car. The new model is an emblem of a state of mind and a lifestyle, clearly alluding to leisure and pleasure. It takes a simplified, no nonsense approach to motoring – without forgetting refinement – and transports passengers to a lighter, fresher world.

In October 2010, the René Lacoste Foundation celebrates its 4th anniversary. For this special event, a new website is online: www.fondationrenelacoste.org. On that date, the René Lacoste Foundation is involved in more than twenty projects across the world.

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LACOSTE Facebook Page

2010

In October, LACOSTE announces the third Save Your Logo project in Anhui province, China. The 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 November, for the first-time ever a LACOSTE polo shirt integrates into the French National Museum Collections of the Musée des Arts Décoratifs. Six LACOSTE Holiday Collector polo shirts, three men's and three women's, made in 2009 by the Brazilian designers Fernando and Humberto Campana, are thus integrated into the permanent collection in Paris.

In 2010, LACOSTE and the Musée de l'Elysée organize a prize challenging 12 young and promising photographers on the theme of the L.12.12. and are given "carte blanche" to capture and adapt photographically the codes of this legendary icon! The winner of the prize in 2010 was Liu Diu.

Internet: by the end of 2010, besides the institutional website LACOSTE.com, 36 countries where the brand is present have their own LACOSTE website. In 2010, the number of unique visitors per month reaches over 1.5 million, a total of nearly 16 Million unique visitors in 2010.



The René Lacoste Foundation Website

2011

In January 2011, LACOSTE grants the license for eyewear to Marchon Eyewear, Inc.. Under the aegis of LACOSTE SA, Marchon Eyewear, Inc., will design, manufacture and sell optical and sunwear LACOSTE collections.

Lacoste is also present on the Facebook social network since September 2009 as a fan page. On the 27th of January 2011 the fan base adds up to more than 4 million fans. This database more than triples since April 2010. On December 31st, 2010, LACOSTE is the fourth best-known brand on Facebook.

In January, British style icon Alexa Chung becomes the new face for LACOSTE's latest Female Fragrance "Joy of Pink". Her youthful charisma, witty persona and chic individual style make Alexa an intuitive fit for the LACOSTE brand and the perfect inspirational model for its young female fans.

LACOSTE launches its new International Global Communication Campaign. Taking inspiration from the legacy of René Lacoste's inimitable style, the campaign translates it into a new brand slogan and a new communication concept: UNCONVENTIONAL CHIC.



Di Liu winner of the 2010 LACOSTE ELYSEE Prize



« Unconventional Chic » Concept

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Brian Ferry, winner of the « Unconventional Chic » Prize

2011

LACOSTE organizes the first Unconventional Chic LACOSTE Prize conjunctly with GQ Magazine "Man of the Year 2010", which is awarded to Bryan Ferry, the British music legend.

In February 2011 LACOSTE LIVE Spring-Summer 2011 Campaign goes live. Introducing LIVE, a new collection, a new state of mind, a new way to be in tune with today's energy and vibes, it embodies an unexpected and cool combination of LACOSTE original style and Street Art. The croc buys into vintage, and a new kind of music shakes up polo shirts, jeans and track jackets with slimmer and younger fits. An old school style hits the streets, bringing a fresh attitude and fusing colours. Playing with classics to reinvent the future. Preppy is now hip and edgy. Always Unconventional Chic.

In February 2011, LACOSTE introduces its first ever collection of male fragrances, inspired by its iconic polo shirt : « Eau le Lacoste L.12.12 ». It captures the essence of this timeless classic in a collection of three new fragrances: Blanc, Bleu and Vert. A real textile crocodile logo sits at the heart of the flacon.

