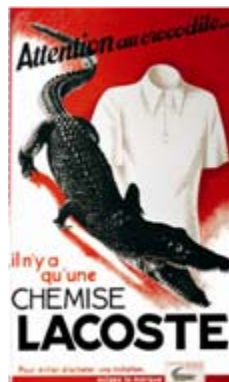


## LACOSTE S.A.

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

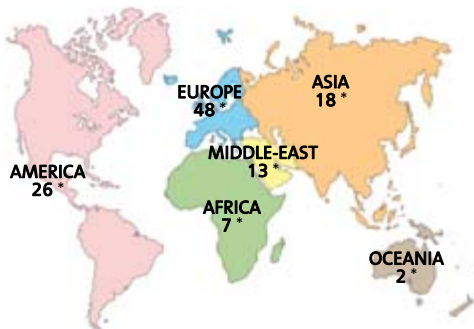
Michel Lacoste is Chairman of the Board of LACOSTE S.A. since April, 2008.  
Christophe Chenut is CEO of LACOSTE S.A. since April, 2008.

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.



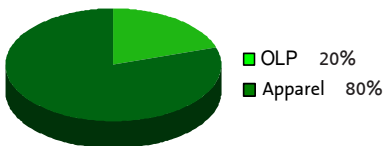
### The creation of the LACOSTE polo shirt

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.

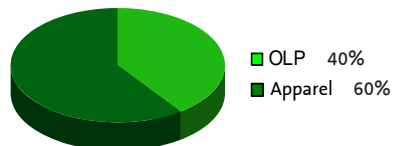
### The LACOSTE Line



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)



##### Timea 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  
 2<sup>nd</sup> place at the Volvo China Open  
 2<sup>nd</sup> place at the Madrid Masters  
 2<sup>nd</sup> 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  
 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  
 France  
 Sweden  
 U.S.A.  
 Australia  
 France  
 France



### LACOSTE is partner of several tennis events

Australian Open , Melbourne - Australia	since 2009
Dubai Tennis Championships, Dubai - UAE	since 2007
Madrid Open, Madrid - Spain	since 2003
Roland Garros, Paris - France	since 1971
Shanghai ATP Masters 1000, Shanghai - China	since 2009
Thailand Open, Bangkok - Thailand	since 2007
Jean-Luc Lagardère Trophy, Paris - France	since 2004
ATP World Tour Finals, London - UK	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 (2<sup>nd</sup> 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



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  
 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).





## 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](http://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 or 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](http://www.lacoste.com/saveyourlogo)  
[www.saveyourlogo.org](http://www.saveyourlogo.org)

Lacoste's commitment to the protection of crocodile habitats



## 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 1<sup>st</sup> 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 75<sup>th</sup> 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 Campaña Brothers

Since their first creation, the metal chairs "positivo" and "negativo", Humberto and Fernando Campaña 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](http://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.

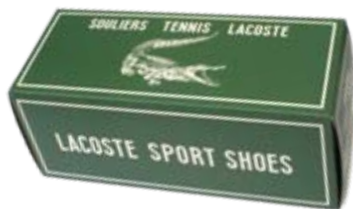


In the mid-60s, René Lacoste asked some of the tennis players to test run his latest invention « LE SOULIER TENNIS LACOSTE ». The very specific characteristics of the shoe, quickly made it one of their favorite models to play in. However, their production was not maintained at the time because of the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