

## LACOSTE UNVEILS LACOSTE ICONS THE EYEWEAR OF THE FALL/ WINTER 2025 ADVERTISING CAMPAIGN

Lacoste presents its new Fall/Winter 2025 Advertising Campaign: Lacoste Icons. A design concept that pays homage to the brand's founding pillars since 1933, reinterpreting them with a contemporary and sophisticated vision.

The concept of these frames was first seen at the Lacoste Fashion Show with a very bold and fashion-forward model designed by Pelagia Kolotouros, Creative Director of Lacoste. Now the brand is launching a more commercial version of this model, which redefines elegance, reconnecting with the brand's history while showcasing its premium, active approach.

The Fall/Winter 2025 Lacoste eyewear draws on refined styling, bold shapes, and transparent colorations to present a fresh take on classic, sophisticated designs. Inspiring the collection, three of Lacoste's most iconic symbols – the crocodile, the tennis ball, and the tennis racket – represent the brand's core values while showcasing its strong visual legacy.



The crocodile, the quintessential emblem and nickname of René Lacoste, is a symbol of courage and determination. A reminder that wearing Lacoste means daring, standing out, and moving forward decisively.

The tennis ball evokes the innovative spirit of its founder, who designed the first "damper" machine or tennis ball thrower machine, reflecting the brand's constant quest for evolution and technology.

And finally, the racket, as a connecting thread between fashion and sport, underscores Lacoste's athletic heritage, where functionality and aesthetics masterfully merge.

A final nod to the brand's heritage are the metal trims with the petit piqué decoration on the front for added refinement that links to the iconic Lacoste Polo shirt. Integrated into the design of the new Lacoste Icons, these symbols elevate the frame's silhouette and add distinctive character, appealing to a man who values understated elegance.



### L6071S

Designed to suit men and women alike, this acetate sunglass style boasts a bold, modified rectangular front, expertly sculpted to achieve a soft, faceted effect. The temples are detailed with a custom core wire and sophisticated metal trims engraved with Lacoste's signature icons: the crocodile, tennis ball, and tennis racket. Inspired by the brand's latest runway show and part of the Lacoste Icons collection, this frame is featured in Dark Havana in the Fall/Winter 2025 advertising campaign and is also available in Black, Transparent Grey, and Transparent Yellow.



### L4003

Timeless with a modern edge, this men's optical frame is crafted from premium acetate and has a bold, modified rectangular front enriched by subtle metal detailing. The temples, which feature a custom core wire showcasing finely engraved lines, are further elevated by the iconic Lacoste croc, the House's most enduring emblem. Part of the Lacoste Icons collection, this frame appears in Transparent Dark Green in the Fall/Winter 2025 advertising campaign and also comes in Transparent Brown, Black, and Havana colorations.

**Download images here:** <https://marchon.box.com/s/rzflh9br5wrjl887dkk9o79s20u8jdg>

### ABOUT LACOSTE

Since the creation of the first Polo shirt in 1933, Lacoste has built on its authentic sporting heritage to bring optimism and elegance to the world through a unique and original lifestyle for women, men and children. At the crossroads of sport and fashion, Lacoste liberates us, creates movement in our lives and frees our modes of expression. In every collection, in every line, Lacoste's timeless elegance is captured by a combination of creativity and timelessness. Since its inception, the aura of the crocodile has grown stronger with each generation that has worn it, becoming a rallying point beyond style. Passed down from generation to generation, from country to country, from friend to friend, Lacoste pieces are imbued with an emotional bond that elevates them to iconic status.

Lacoste's elegance - both universal and timeless - brings together a large community, in which everyone respects and recognizes each other's values and differences. Lacoste

is an international brand of the MF Brands group ([www.mf-brands.com](http://www.mf-brands.com)), established in 98 countries, through a network of 1100 stores.  
For more information on Lacoste please visit <https://corporate.lacoste.com/>